

A hand holding a magnifying glass over a glowing digital tunnel with binary code. The background is a dark blue space filled with glowing lines and binary digits (0s and 1s) in various colors (red, blue, white). A bright light source at the end of the tunnel creates a lens flare effect.

REDUCING VULNERABILITIES AND UPDATING SECURITY STANDARDS FOR A LEADING ADTECH FIRM REDUCES COSTS BY \$150,000 ANNUALLY

CLIENT OVERVIEW

Our client is a leading adtech company that helps global brands leverage its predictive marketing platform to drive customer engagement. The client organization deals with a tremendous amount of data (40PB), including 1TB of log data daily, spread across 11 data centers globally.

KEY REQUIREMENTS

- The company had a myriad of systems many of which had public-facing interfaces and posed security risks
- Systems were not up to stringent security standards expected by certain customers
- Other challenges: cost, deployment, support, maintenance

KEY CONTRIBUTIONS

- Turned public-facing interfaces off by moving them internally using VPN and directed load balancing as needed
- Rolled out centralized key based authentication and authorization for infra apps and monitoring
- Used devops tools to implement HIDS including configuring, customizing, managing – across data centers and AWS environments (footprint of 5,200 servers)
- Implemented dynamic data templates on proprietary database that meets SOX compliance
- Remediate vulnerabilities reported by Qualys
- Replaced Thycotic with Freeware Vault
- Open source SIEM deployment

KEY BENEFITS

- Reduced cost by ~ \$150K annually (Splunk, Thycotic Secret Server etc.)
- Ability to serve ads on a wider set of platforms due to strengthened SSL
- Ability to acquire more customers that require stringent security (as reflected in Qualys score reduction from 3.7 to 1.3-1.8)

TECHNOLOGY STACK

- Splunk
- AWS
- Bamboo
- Elasticsearch
- ELK Stack
- Kibana



About Xoriant:

Xoriant Corporation is a Product Development, Engineering and Consulting Services Company, serving technology startups as well as mid-size to large corporations. We offer a flexible blend of onsite, offsite and offshore services from our eight global delivery centers with over 2000 software professionals. Xoriant has deep client relationships spanning over 25 years with various clients ranging from startups to Fortune 100 companies.