CTN Solutions

Marketing Consulting Firm
Case Study

EVOLUTIONARY IT AND CYBERSECURITY APPROACH TO ALIGN TECHNOLOGY WITH THE BUSINESS GOALS OF A NATIONAL BUSINESS MANAGEMENT AND MARKETING CONSULTANCY

One of the challenges facing this organization was the lack of formal strategic planning and process in the rapid growth of demand for secure and relevant technology providing value to both staff and clients while also supporting competitiveness in the marketplace and adherence to growing client cybersecurity requirements.

Overview

When looking to improve its technology position, this national consulting firm turned to the IT and Cybersecurity team at CTN Solutions. The main decision criteria for choosing CTN was to partner with established experts to thoroughly evaluate and assess the gaps in the organization's technology environment & cybersecurity posture (infrastructure, personnel, skillsets, support, software) and then execute prioritized plans to shift the alignment toward supporting the organization goals and objectives.

Challenges

- Dependence on unsupported equipment
- Extensive Attack Surface Vulnerabilities
- Limited institutional knowledge with existing vendors
- Zero value stream provided by current IT process
- Gaps in staff skillsets and training
- No compliance or cybersecurity focus

Results

◦ IT study and evaluation of tasks and infrastructure concluded with an approach for a reduction in 'security attack surfaces' and added value of managing partner overseeing IT not being bogged down with equipment issues.

◦ Performed remediation of technology environment vulnerabilities in hardware, software, and training.

◦ Developed and instituted a customized Business Continuity & Disaster Recovery Plan and instituted a cybersecurity framework.

◦ The firm had previously lost a client due to a failing grade on a client cybersecurity questionnaire. Following the implementation of CTN SecureCare, the firm was rewarded with a significant increase in spending from a client who expressed they had never seen a more thorough cybersecurity questionnaire.

"CTN's cybersecurity program has provided a competitive advantage adding to our top line revenue. We will be introducing all our clients to the CTN team."
-Managing Partner, Business Management and Marketing Firm

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