

CASE STUDY

# Protecting reputation and managing cyber security risk through high growth M&A phases

A US-based global media communication tech and analytics company de-risks their acquisition-led growth with cyber security expertise from Entersoft

# Introduction



**Media has emerged as the most powerful tool of the 21st century.**

Whether owned, earned or paid, it holds enormous clout to influence audiences, create a positive reputation and enhance brand recall.

A US-based company, and its affiliate companies, form a globally renowned media and news tracking conglomerate that help organizations monitor, assess and strengthen their brand presence with industry-leading technology and analytics tools. However, a great volume of data involves a greater degree of responsibility. This is where Entersoft, as enterprise cybersecurity experts, came into the picture.

Whether identifying security gaps in applications, internal systems or evaluating potential risks prior to critical M&As, Entersoft, as a trusted partner, has supported their client with an extensive range of security services.

# The Client

Global media communication tech  
and analytics major



**100,000**

customers



**170**

countries



**40**

languages

Our client is a **global media communication technology and analytics company** that enables marketers and communicators to manage their earned media programs in coordination with paid and owned channels to drive business impact. They have developed a Communication Cloud which is the first-of-its-kind earned media cloud-based platform. It combines data, analytics, technology and services into a unified communication ecosystem that brands can use to build consistent, meaningful and enduring relationships with influencers and buyers in order to amplify their marketplace influence. Their solutions also include market-leading media technologies. Our client serves over **100,000 customers in 170 countries and 40 languages worldwide**, and maintains offices in **North America, Europe, the Middle East, Asia, Latin America and Australia**.

All of our client's products are B2B with commercial businesses, government establishments, educational institutions and non-profit organizations on their subscription roster. They are used by a wide variety of enterprise organizations.

# The Background

Pursuing growth through  
mergers and acquisitions

Entersoft began engaging with a US-based global provider of multimedia platforms before they were acquired by the media company. While conducting a proof of concept, the team was able to identify high and critical issues in their application security for business-critical infrastructure. When the US-based provider was acquired by the media company, a second proof of concept security assessment was conducted.

The major objective of conducting cybersecurity assessments is to help the M&As proceed smoothly and evaluate whether the prospect is up to industry standards as well as aligning with the parent company's security standards. As an enterprise security solutions company, we helped them match the expectation of the merger parent (the media company), paving the way for a smooth acquisition.

# Solutions We Provided

The integrated and comprehensive approach, technical expertise and unique 'hacker's mindset' displayed by the Entersoft team impressed the client, and laid the foundation for a long and trusted partnership on cyber security. Over the past 5 years, Entersoft has been supporting the client globally on **application and infrastructure security, cybersecurity expert staffing, risk assessment & risk management, and dark web monitoring**. Entersoft has also helped set up and direct their client's internal cyber security team.



**Dark Web Monitoring**

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**Threat Intelligence**

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**Cybersecurity Staffing**

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**Application Security**

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# Engagement

Security evaluation de-risks acquisitions  
and enables faster growth

As our client began a spree of mergers and acquisitions (M&A), their awareness of cyber security and the risks it posed to their business made this a priority in their M&A evaluation. Despite being in touch with several global consulting companies to undertake the analysis of cyber security maturity for potential acquisitions, based on the performance and reliability of work done in the past, our client decided to extend their trust in Entersoft for this activity as well.

In this acquisition exercise, the parent company acquired four other media technology firms across the world. Entersoft worked on pre-acquisition security maturity assessment and evaluation for each company, in order to de-risk their client's growth strategy.

# Parameters Assessed

During the integration, the parameters of cyber security assessed included:

01

## Building security

Guiding the development and internal security teams in vulnerability assessment and management

02

## Brand risk

Leveraged our global cybersecurity expertise to evaluate, manage and mitigate risks to brand image and reputation

03

## Network security risks

An intensive review of common and often-overlooked network security threats and risks

04

## Technology, people and process risks

Carried out a thorough assessment of cyber risk governance and risks involved via the PPT model

05

## Development risks

Assessed key risks in software development practices

06

## Application defense

Conducted a comprehensive application security assessment to identify threats across the board developed as per different tech stacks

# Assessment and Outcomes

We identified certain perimeter-level risks which could potentially damage or lead to theft of intellectual property. All of our client's integrations include SaaS, web-based platforms developed using different technical stacks and multiple third-party integrations. This provided a large arena for malicious hackers to play around and grab sensitive information such as PII. We identified these entry points and helped them in remediation not only from external attacks but also enhanced the process to counter any internal attacks.

In 2020, our client was acquired by a US-based equity firm since their web platforms are the key revenue-generating factors. Entersoft is the guardian of the entire ecosystem of applications.

Browser extensions are something that every self-respecting OSINT investigator should use and be familiar with.



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