source DEFENSE

ADDING SECURITY WHILE ACTUALLY INCREASING OPERATIONAL EFFICIENCY

Deerhurst Resort ("Deerhurst") is a year-round retreat for a vacation or getaway to Ontario's famous "cottage country", one of National Geographic Traveler Magazine's "Best of the World 2012" recommended places to visit. It is ideal for fun-filled family vacations, year-round getaways and meetings.

Deerhurst, when developing their corporate website, endeavored to provide the most engaging customer experience. To this goal, they rely on external 3rd parties to deliver critical website content, components, and capabilities that could otherwise not be developed internally. Along with the clear benefits these 3rd parties provided, Deerhurst also suffered an operational challenge managing these 3rd parties. Like many other organizations, Deerhurst had a burdensome, lengthy, and multi-departmental process for adding, removing and changing these 3rd parties on their website. These 3rd parties are typically requested by the marketing department to enhance Deerhurst's customer experience and analytic capabilities. However, since these 3rd parties, once included on the website, immediately have nearly unlimited access to the entire webpage, Deerhurst's security department had to review and approve each and every 3rd party prior to its usage. To make matters worse, the work required to actually implement and remove these 3rd parties was performed by the R&D department. Typically, the process to add a new 3rd party could be measured in several weeks or even months.

This operational challenge and prolonged 3rd party management timeline resulted in Deerhurst not being able to provide guests with the most engaging website experience and meant that seasonal website changes or reactions to changing customer expectations were slower than they hoped. In a competitive resort and vacation industry, not being current and dynamic limited their ability to differentiate and consistently attract new and repeat guests.

When Source Defense presented Deerhurst the ability to shorten this operational process from months to minutes, there was a clear value proposition. Source Defense's V.I.C.E. Service enables Deerhurst to manage these 3rd parties used on their website. The V.I.C.E. Service applies policies and controls to each 3rd party that governs the behavior and rights for each 3rd party and permits them to only perform the actions Deerhurst has approved. With this level on control, Deerhurst's security department has a new level of comfort and confidence. A Deerhurst Executive commented, "With Source Defense controlling our 3rd parties, our security review is simplified. In fact, since Source Defense automatically applies default policies for each 3rd party we use, the amount of work required from us has been reduced dramatically. We used to labor over the review and addition of new 3rd parties, but can now complete these tasks in minutes - this frees us up to redirect our focus to other security initiatives".

The security department is not the only department to realize operational efficiencies from Source Defense. Deerhurst's R&D department, who once owned the process of adding new 3rd parties to the website, now is no longer even required for this process. A Deerhurst Executive clarifies, "I am so relieved to have Source Defense managing the 3rd parties we use on our website! It was once viewed by my team as a burden to fulfill each of these requests to add new 3rd parties - once that distracted my team from other, larger projects. Now Source Defense automatically detects when marketing adds a new 3rd party and automatically applies default policies to it. My R&D team simply is not needed for these chores anymore".

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DEERHURST