

LogRhythm helps Callcredit achieve a state of proactive security

Analyst: [Jawad Malik](#) 14 Jun, 2013

Established in 2000, Callcredit is a provider of marketing and credit products and services. Bringing together consumer information experts from fields such as credit referencing, marketing services and consultative analytics, the company helps client organizations optimize customer relations and increase profitability.

Its products include fraud-verification tools and database offerings to positively verify consumers, global operations to help businesses expand into new markets, digital services to improve the brand-consumer interaction, customer handling to ensure consumer satisfaction, and consumer marketing data and segmentation. Callcredit also offers products that assess a customer's credit risk and affordability, while its staff in collections and recoveries provide tailored debt recovery and tracing tools. Furthermore, it provides market analysis and network planning services, as well as tools in multi-bureau, analytics and metrics work.

Early Adopter Snapshot

Callcredit is charged with safeguarding detailed credit and marketing data on 42 million individuals and 2.8 million active businesses. In addition, because it hosts services online, any outage would be both costly and damaging to its reputation. Its existing cybersecurity and data management technology was making the task of identifying any aberrant IT activity a difficult and time-consuming process, and it was soon established that the investment required to expand the legacy system was disproportionate to the value it could deliver.

Callcredit recognized the need for a SIEM platform, and any new system had to be flexible enough to integrate with multiple vendor platforms, as well as to support custom applications written by the company. After reviewing SIEM vendors that could meet its technical requirements, Callcredit said it chose LogRhythm primarily based on the personable, hands-on approach the vendor provided. Callcredit felt that LogRhythm would be a suitable strategic partner; something the company said was validated by reference calls with other customers.

Deployment summary

Callcredit says that the LogRhythm deployment was pretty straightforward. It purchased an appliance, installed agents on servers, and configured the connection to collect in the region of 85 million logs a day from over 500 log sources. The company says LogRhythm provides all of its SOC capabilities for investigations and incident response, and it feeds all of its existing security tools into LogRhythm, including antivirus, IDS, IPS, etc. The single view that this provides Callcredit has saved a lot of time – and that in itself, the company says, has been nearly enough to justify the investment.

Beyond enabling it to monitor its entire IT estate from an integrated central platform, Callcredit says the advanced protective monitoring capabilities offered by LogRhythm provide insight that allows it to spot what's happening on the systems and understand whether any security controls need to be

Company name:

Callcredit

Activities:

Credit referencing, marketing services, interactive and consultative analytics

Head office:

Leeds, UK

Number of employees:

800

LY revenue:

NA

LY net income:

strengthened. The head of security intelligence for Callcredit says this has allowed the team to be proactive around understanding the state of security, as opposed to being purely reactive or compliance-led.

NA

Key suppliers:
LogRhythm

Based on referrals, Callcredit had high expectations of LogRhythm, which it says the product has delivered on. Aside from the security teams, the operations team also takes advantage of the functionality and reporting provided. Some of the reports generated, such as geolocation of originating IP addresses, are particularly useful in grabbing the attention of senior management and allowing the team to focus on critical issues. Very little consultancy was required to install and configure the product, Callcredit says.

Challenges and obstacles

About six months after deployment, Callcredit says it realized that it needed more storage to keep up with the amount of logs being generated. Aside from that minor point, Callcredit states that there were very few challenges encountered with the deployment.

As with any SIEM or log management product, Callcredit staff were aware that some custom sources would need connectors written – which they say were relatively intuitive to build using LogRhythm's connector tool. Some temporary performance issues were experienced following an upgrade, but Callcredit says LogRhythm was 'extremely responsive' in resolving any issues that did come up.

Innovation and roadmap

The company has no plans to move away from LogRhythm, and sees the vendor playing a prominent role in its security strategy going forward. In the short term, there are a few pockets of IT where Callcredit does not receive logs, which it is now looking to include into the established processes. In the mid- to long-term, the company says it is growing rapidly as an organization, and it plans to scale up its LogRhythm deployment accordingly.

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