

# LogRhythm Passes All Callcredit's Checks, Chosen to Underpin Data Security Best Practice



## Organisation

Callcredit  
www.callcredit.co.uk

## Industry

Marketing and credit solutions

## Employees

900

## Key Impacts

- Improved data security
- Simplified compliance processes
- Improved IT networking processes
- Simplified reporting
- Real-time alerting on anomalous behaviour across the IT infrastructure

“ The intelligence provided by [LogRhythm's] advanced correlation not only allows us to identify current threats, but also predict what might happen in the future. In addition to assisting with security monitoring, the LogRhythm solution has also proved useful in both identifying and resolving any networking errors that arise. ”

**Michael Brown**  
Group head of security and fraud management  
Callcredit

Charged with safeguarding significant volumes of sensitive information and generating more than 50 million IT event logs daily, Callcredit's existing technology for managing data security and compliance was making the task of identifying any aberrant IT activity a difficult and time consuming process.



Callcredit quickly recognised the importance of a next generation Security Information and Event Management (SIEM) system, and chose LogRhythm's log management and SIEM platform after an extensive procurement process. Since deployment, Callcredit has not only been able to identify current security threats, but also predict what might happen in the future. Further to security, it has significantly helped Callcredit improve data management procedures.

## The Organisation

Established in 2000, Callcredit is a leading provider of marketing and credit solutions. Bringing together consumer information experts across the fields of credit referencing, marketing services, interactive solutions and consultative analytics, it helps organisations optimise customer relations and increase profitability.

Its products include award-winning fraud verification tools and database solutions to positively verify consumers, global operations to help expand businesses into new markets, digital solutions to improve the brand-consumer interaction, customer handling to ensure consumer satisfaction and consumer marketing data and segmentation.

Callcredit also offers products which assess a customer's credit risk and affordability, while its experts in collections and recoveries provide tailored debt recovery and tracing tools. Furthermore, it provides market analysis and network planning, as well as tools in multi-bureau, analytics and metrics work.

## The Challenge

As a provider of marketing and credit solutions, Callcredit is charged with safeguarding detailed credit and marketing data on 42 million individuals and 2.8 million active businesses. In addition, due to the fact it hosts services online, any outage would be both costly and damaging to its reputation.

Although Callcredit is subject to regulations like PCI DSS and security standards like ISO 27001, the company ethos dictates that compliance should be a consequence of good practice rather than a driver of strategic decisions.

Its existing cyber security 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 quickly recognised the importance of a SIEM platform and decided to look for a new vendor with an advanced offering. However, Callcredit needed any new system to be flexible enough to integrate with multiple vendor platforms as well as to support bespoke applications written by the company.

### The Solution

After reviewing solutions from all of the top tier SIEM providers, Callcredit chose to deploy LogRhythm's integrated log management and SIEM technology to boost its cyber security and improve its data management procedures.

The advanced Protective Monitoring capabilities offered by LogRhythm's solution enables Callcredit to automatically monitor its entire IT estate from an integrated central platform. It also generates actionable intelligence that can be incorporated into the strategic processes that influence future investment and business decisions.

Michael Brown, group head of security and fraud management at Callcredit commented, "A key objective was to find a vendor that would be willing to engage as an equal partner. LogRhythm was an easy choice, it was obvious from the start that this wasn't going to be a traditional supplier/customer relationship – LogRhythm put the right resources on site and demonstrated that it had the ability to deliver the ideal solution.

"Working in tandem with LogRhythm we were able to identify exactly what we wanted to get out of the solution and the best way to deploy internal resources so that Protective Monitoring became a fully integrated part of our business processes."

Callcredit also chose LogRhythm's solution for the rapid return on investment it delivers, due to the unparalleled

visibility of IT networks that it provides. Callcredit recognised the importance of employing a centralised platform that can link the vital data generated by firewalls, routers, applications and other components. By deploying LogRhythm, Callcredit now has constant insight into the

“ The sensitivity of the data we handle means we must be able to verify and validate data protection best practice. However, with the LogRhythm platform correlating 65m logs in real time daily, our previous technology made the task of identifying aberrant activity a difficult and time consuming process. With LogRhythm's AI Engine in place we are able to correlate and draw intelligence from this information far more efficiently. Alerts can now be triggered by certain sequences of events, for example, if a user was to log into a PC without first having swiped in at the door. ”

**Michael Brown**  
Group head of security and fraud management  
Callcredit

threats affecting its entire IT environment and can make informed decisions based on business intelligence.

Brown continued:

"The intelligence provided by this advanced correlation not only allows us to identify current threats, but also predict what might happen in the future. By alerting Callcredit to any malicious probing that might be taking place throughout the IT estate, such as excessive attempts on our firewall, we can dynamically strengthen controls to more effectively manage emerging threats. In addition to assisting with security monitoring, the LogRhythm solution has also proved useful in both identifying and resolving any networking errors that arise."