

Building a Security Program to Protect Business and Reputational Risk

When Driven Brands went public in early 2021, new protocols demanded a formalized security program. As their first CISO, Kevin Morrison knew building trust and credibility would be essential to cultivating a security culture and to protecting the organization.

RESULTS	BEFORE	AFTER BLUELAVA
Cost Savings	Expensive, quarterly 3rd party assessments	Hundreds of thousands of dollars saved each year
Comparison Insights	Weeks of manual analysis	Peer-to-peer heatmap comparison in minutes
Decision Making	Based on assumptions, prior experience	Prioritization automated by simulations, business risk

Customer Profile

Driven Brands is the largest automotive aftermarket company in North America and parent company to leading automotive service businesses. While encouraged by the existence of a security staff and some investments made in cybersecurity, Morrison knew the team needed guidance and leadership to level-up the program to support business growth.

Challenge

As a public company, they not only wanted to protect their business and brand reputation, but they also had new stateside and international regulations as well

as data privacy protocols to adhere to such as CCPA and GDPR. Considering the impact a cybersecurity incident can have on an organization, they were now not only required to protect customer data, but there was also added pressure from the board to mitigate business risk operationally.

The transition to a public company would require not only scaling people, process, and technology, but to also make this transformation at a manageable pace. One of the CISO's first decisions was to bring the small team over from the infrastructure group and build out from there.



Blue Lava was the first investment that I recommended because it provides that ability to do an initial baseline assessment from which we can build upon as we move forward.”

**Kevin Morrison,
VP and CISO, Driven Brands**

While there were a few dedicated cybersecurity roles and controls in place, there was not a formalized security department or team. Without a formal program, it would be difficult for Morrison to manage an assessment and extract accurate findings thoroughly.

To determine the appropriate security controls, processes, and investments to make without causing too much friction, he needed to quickly assess the organization’s current environment. Building relationships with key internal stakeholders and finding the balance of supporting the business while also protecting customer data was key to the program’s success.

Solution

To help build out the security program and sort through competing priorities they brought in Blue Lava.

The Blue Lava platform helped them not only perform an initial baseline assessment to build upon moving forward, but it also helped them quickly uncover where

the gaps were to help inventory and prioritize budget for the risks that needed to be addressed. The security program management platform helped them perform the due diligence and understand where the risks are to help ensure the business moves forward at the pace required for profitable growth.

By building trust, credibility, and rapport with the board and internal stakeholders with objective insights, Morrison was empowered to move forward with a program that met everyone’s expectations and risk appetite.

Creating a Security Culture for Future Success

Thankfully the CISO’s board understood the importance of correlating cybersecurity and business risk. They not only understood the risks and findings that were uncovered but were also fully supportive of what they needed to prioritize from a security investment perspective.

Summary

Morrison knew coming into the organization that he needed the tooling and automation necessary to take all the inputs and make informed decisions. The platform was also instrumental in getting buy-in by showing stakeholders at all the plan and their role.

By automating the program in a more centralized, holistic way, Morrison was also able to get out of manual spreadsheets and understand the priorities of the business from an objective risk perspective. “The tendency is to try to boil the ocean. Blue Lava helps us know where the risks are and prioritize what is truly material from a risk perspective.”

BLUELAVA

Blue Lava empowers you to effectively communicate priorities, needs, recommendations and results to your larger community of business and finance stakeholders, pivoting from reactive to proactive decision making. Communicate security program results and needs to business stakeholders with consistency and ease.

[Learn More](#)