Shelfbucks Uses Avanan for DLP

AVANAN

Shelfbucks

"Avanan gives us 100% confidence our data's not being leaked." – KELLY P.

BACKGROUND

Founded in 2016 and headquartered in Austin, TX, Shelfbucks is a Software Development and Data Analytics company that provides a powerful out-of-the-box solution to retailers and brands to bring a personalized, highly efficient, money-saving experience to in-store shoppers. The Shelfbucks solution enables shoppers to instantly engage with displays in order to seamlessly receive personalized and relevant content, coupons, promotions, ratings and reviews, as well as other use cases to optimize category experience, revenue, and margins.

MISSION-CRITICAL PROTECTION OF SENSITIVE CUSTOMER DATA

Unlike many companies that have migrated to a cloud infrastructure, Shelfbucks is a company that was born in the cloud. From day one, the company leveraged SaaS mail and file-sharing applications such as Gmail, Google Drive and Box as an electronic file sharing system (EFSS). As a company that integrates with major retailers' customer loyalty programs, keeping data secure was paramount.

With over 10 years in InfoSec, Kelly Player joined Shelfbucks as the Director of Security and was tasked to protect the company's assets. A key requirement was including protection for the company's SaaS applications in Google, Office 365, and Box. Data Leakage Prevention (DLP) was a top priority to safeguard the company's highly sensitive customer data.

"Some people think that because data is stored in the cloud that means it is safe. However, IT Security folks should know better," Kelly noted.

"DLP was mission critical – we couldn't do business with our customers unless we could prove we had DLP in place," said Kelly.

"This is not a traditional environment," said Kelly. "Old school DLP is really expensive when run though data center, but we don't have a data center. So my question was, 'How do we start to protect this data in the cloud?' My job was to take something traditional like data center DLP and find something that would meet the same requirements in a non-traditional way – in the cloud."

SOLUTION

Kelly implemented the Avanan Cloud Security Platform in March 2016 as a way to provide the same level of data leakage prevention she was accustomed to for the data center, but applied to Shelfbucks' 100% cloud infrastructure.

RESULTS

"Avanan has definitely helped us secure our files in the cloud," said Kelly. "My reputation was on the line, but the minute I could walk in and show the Avanan dashboard giving us 100% confidence that our data was not being leaked out in any way, the management team was completely sold on Avanan."

"Avanan was not difficult to set up, and support has been fantastic! There's been a ton of outreach from Avanan just to make sure everything's going okay," she added.

For more information on Avanan's cloud security platform and to request a free 30 day trial, visit www.Avanan.com.