AVERTIUM CASE STUDY:

Internova TRAVEL GROUP

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CONTENT

Max Goldfarb, CISO
Internova Travel Group

ABOUT INTERNOVA TRAVEL GROUP (ITG)

Internova Travel Group (ITG) is a global travel brand headquartered in New York City. With a vast network of travel advisors and customers from Fortune 500 companies and banks, Internova places a high emphasis on maintaining strong cybersecurity measures to protect both their own business and customer information.

Max Goldfarb has helped shape Internova's technology and cybersecurity infrastructure in various roles, including Chief Technology Officer and Chief Information Security Officer, since 2013. Goldfarb's steadfast commitment to robust cybersecurity has ensured that ITG's business and customers have been continuously protected every step of the way.

THE CHALLENGES INTERNOVA FACED

While many companies in the travel industry still use mainframes in their backend, Internova has always been very forward-thinking when it comes to technology and cybersecurity. This is a major differentiator for Internova's business, as a lot of customer Personal Identifiable Information (PII) and Payment Card Industry (PCI) information flows through the organization.

With that said, the cybersecurity threat landscape has changed dramatically over the past decade, requiring security teams to adapt quickly. As most of Goldfarb's security team consisted of annex management and auditing, it was a challenge to monitor and manage the company's environment in a comprehensive manner, 24x7x365.

Goldfarb knew he needed a partner who understood the business, its people, and its challenges, while prioritizing the right tools to achieve greater cybersecurity resilience. So ITG set out to build a program that achieved a level of cybersecurity maturity that could adapt with evolving threats and maximize its security technology investments.

INTERNOVA'S OBJECTIVES

Add human expertise to management, monitoring, and rule configuration of their security tools. Internova wanted to add a partner to help streamline their security operations, improve technology telemetry, reduce errors, and enhance their overall security posture so that the internal teams could stop getting bogged down by alerts and start focusing on more strategic cybersecurity priorities.

> *"Security can be like playing whack-a-mole. We needed a partner who could help us sort through the noise."* – **Max Goldfarb**

Instill proactive compliance for PCI DSS and put the organization on the path for HITRUST and ISO 270001. The legacy check-the-box approach created inefficiencies and inaccuracies that impacted ITG's compliance goals.

Implement an organizational culture of healthy cybersecurity hygiene. Because of a broad travel agent customer base, one of ITG's most pressing threats came from phishing attacks. The internal team needed time and space to train the entire company about the principles of preventing, identifying, and responding to cyber threats.

> *"Our biggest threat is phishing. My team needed to focus on prevention, and we needed support to monitor overarching threats around the clock."* – **Max Goldfarb**

Goldfarb sought out a partner who saw the connection between cybersecurity and the larger business. **That's when he found Avertium.**

HOW AVERTIUM HELPED

Managed Security Services →

Goldfarb chose to work with Avertium because he saw them as an effective and reliable partner – an ideal candidate for the managed security services support he knew he needed. But once he signed on, he was delighted by the experience.

For one, Avertium's business-first, consultative approach to cybersecurity aligned with his own. Avertium was not only able to identify gaps, but also help the Internova team fill those gaps. Avertium quickly became Goldfarb's go-to advisor to build a long-term cybersecurity maturity program that can scale.

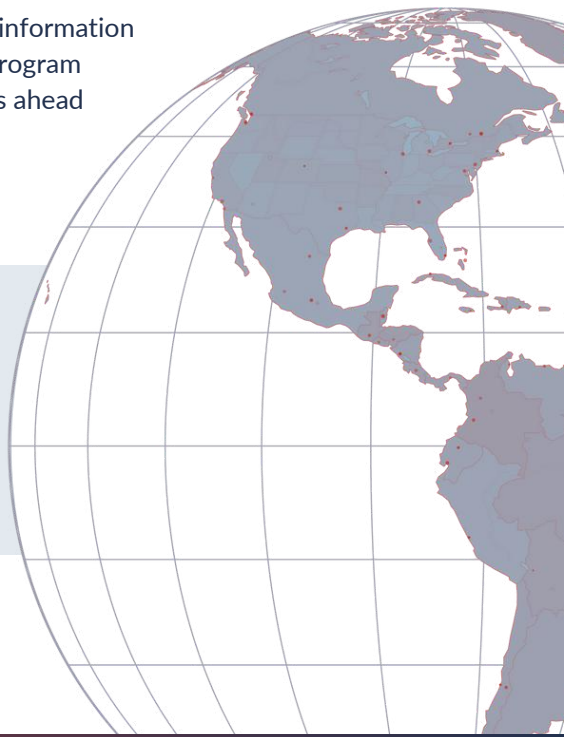
To improve Internova's cybersecurity posture, Avertium took a holistic approach and worked to connect Internova's cybersecurity efforts with the company's strategic goals and priorities by:

- Providing a cybersecurity roadmap with tactical 30-60-90-day plans
- Reoccurring, recommended changes to the company's Security Information and Event Management (SIEM) platform
- Monthly threat briefings with Internova's security team

Proactive, Continuous PCI →

Internova's previous PCI vendor was rigid. They did not understand the hospitality market, and the fact that they did not take an evergreen approach to PCI meant that the Internova team had a fire drill ahead of every compliance deadline.

The difference was night and day. Before, it was a scramble to gather all of the information in the three months preceding the audit. Avertium created a PCI-as-a-Service program that included a continuous approach to gather the inputs and make adjustments ahead of the PCI audit horizon. This continuous approach meant Goldfarb's team had more space to actually take action in a timely manner when an issue arose.



> *"They have a capable and competent team. They have an acute attention to detail and they're never afraid to call it like it is. They usually have their core recs, and then a broader scope of recs that really adds a lot of value to things beyond PCI. We've never failed a security audit from a customer because of what we've established – Avertium has been a huge part of that success."*
> – **Max Goldfarb**

ENGAGEMENT RESULTS

"In today's threat landscape, when there's a breach, the CISO usually goes bye-bye. But I'm a CISO who can sleep at night because I feel comfortable that, despite the fact that no one can ever be 100% protected, I'm confident that my team (with the help of Avertium's team) is doing what they are supposed to be doing."
– Max Goldfarb

Goldfarb has gone beyond business protection to business growth with his cyber fusion approach to securing Internova. Here are a few of the key outcomes Goldfarb has driven through his partnership with Avertium:

Decreased noise from security tools: Avertium provided Internova with a streamlined solution for their security operations by decreasing alarms by 50% (2,800 → 1,300) and adding 30 new filtering rules across their firewall devices – threat intelligence, PCI behaviors, IOCs – improving their ability to make informed decisions and assess their cybersecurity health.

More integration and efficiency across the cybersecurity program: With the help of Avertium, Internova reduced total data consumption, increased coverage, and streamlined assessment work (by breaking it up into more digestible components), minimizing costs while maximizing the ROI on their security investment. In short, Avertium made Internova's technology investments scale more without compromising quality.

Big picture thinking mixed with tactical action: Avertium's teams have become an extension of the Internova team. With monthly stand-ups that balance cyber strategy and tactical recommendations, Avertium has brought order to the chaos of managing and monitoring ITG's cybersecurity program.

Reduced business risk + enhanced security maturity: Avertium helps Internova find the needle in a haystack by being that extra set of eyes and reducing the number of alerts / information they have to review on a monthly basis. Avertium locked down Internova's environment, extending visibility from 350m events to 600m events by closely collaborating, acquiring more data sources, and adjusting log sources. With full visibility into their environment, Avertium equips Internova to respond rapidly to alerts, enhancing their overall security posture.

Measured improvement: Internova is now able to track key performance indicators such as event totals, alarm totals, escalated alarms, and false positive rates. Avertium's continuous tuning leads to a noticeable improvement in Internova's metrics, with events per second doubling due to more effective monitoring.

Greater market share: Because of what Goldfarb's team has been able to accomplish with the help of Avertium, Internova has never failed a security audit from a customer. But more than that, Internova's cybersecurity posture has become a major differentiator for their business, enabling them to win new clients and create stickiness with existing clients.

"Our relationship with Avertium is a true rags-to-riches story. I never get a no. I get a 'let's figure something out.' They always come back with options, even if they have to build something new just for me. Because of Avertium, I now know what we don't know. And being able to see the journey from the beginning to the end has been an illuminating experience."
– Max Goldfarb

CONCLUSION

The bottom line is that cybersecurity was and is a business priority and a revenue generator for Internova. Goldfarb's commitment to cybersecurity for his company has given Internova a major differentiator in the market. Customers not only feel confident that their information is secure in the team's hands, but they also feel confident in the partners they work with.

If you are looking for a practical, affordable, and reliable partner to manage your security and compliance needs, Avertium is here to help you bring context to the chaos of cybersecurity. By providing managed security services that align with your business goals and priorities, you can unburden your team and have the space to start focusing on more strategic cybersecurity priorities.

Level up your cybersecurity posture and contact an Avertium expert today.

ABOUT AVERTIUM

Avertium is a cyber fusion company with a programmatic approach to measurable cyber maturity outcomes. Organizations turn to Avertium for end-to-end cybersecurity solutions that attack the chaos of the cybersecurity landscape with context. By fusing together human expertise and a business-first mindset with the right combination of technology and threat intelligence, Avertium delivers a more comprehensive approach to cybersecurity.

That's why over 1,200 mid-market and enterprise-level organizations across 15 industries turn to Avertium when they want to be more efficient, more effective, and more resilient when waging today's cyber war. **Show no weakness.®**

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