



“With ServiceNow, we’re able to scale our managed security services business. It’s a huge competitive differentiator – allowing us to respond much more quickly and efficiently to our customers’ security incidents.”

—Ephraim Ebstein, CEO and Cofounder, Freedom Security Alliance



FREEDOM SECURITY ALLIANCE

Headquarters

San Diego, California

Industry

Cybersecurity

Highlights

- Improved collaboration, visibility, and agility with ServiceNow Security Operations
- Streamlined communications with real-time chat capabilities
- Ability to lower security response investigations times by 40%

Freedom Security Alliance Dramatically Accelerates Security Response Services

ServiceNow Security Operations Bridges the Gap between Security and IT

Freedom Security Alliance (FSA) is a leading-edge Managed Security Services Provider (MSSP) that offers a unique membership-based model for outsourced cybersecurity services. FSA works hand-in-hand with its members to combat cyberthreats – identifying, implementing and managing best-of-breed security services, software and methodologies. By providing a state-of-the-art Security Operations Center (SOC) coupled with a world-class team of security experts and a constantly evolving arsenal of security solutions, FSA allows its members to achieve meaningful cybersecurity scale while containing costs.

As a rapidly growing MSSP, FSA wanted a comprehensive solution to manage their security operations. The company had invested in a generic ticketing system, but had quickly outgrown its basic capabilities. FSA needed a security operations platform that would accelerate security responses, drive down costs, and integrate seamlessly with the security appliances that FSA deploys in its members’ IT environments. According to Ephraim Ebstein, FSA’s CEO and Cofounder, “Streamlining security responses is absolutely critical for us. Our goal is to shut down cybersecurity threats as quickly as possible – and that takes intelligence, automation and effective communications with our members’ IT departments.”

A Strategic Platform for Business Growth and Scalability

After assessing several options, FSA chose ServiceNow Security Operations. Ebstein says that, “ServiceNow was an obvious and strategic choice. Not only does it tick all of the security operations boxes, it also gives us a huge competitive advantage. ServiceNow is already widely used in IT departments, so we can offer out-of-the-box integration with our members’ existing IT environments. That means we can work more effectively together, respond more quickly, and waste less time.”

Ebstein gives a practical example, saying that, “When one of our security tools detects a threat or anomaly, it notifies ServiceNow, which automatically creates a security incident. Now, to investigate that incident, we have to understand how it relates to our customer’s IT environment. By integrating with their ServiceNow platform, we can instantly get the configuration information we need – rather than having to ask the customer. That means we can accelerate our investigation – and it also reduces the burden on the customer’s IT department.”

“ServiceNow was an obvious and strategic choice. Not only does it tick all of the security operations boxes, it also gives us a huge competitive advantage. ServiceNow is already widely used in IT departments, so we can offer out-of-the-box integration with our members’ existing IT environments. That means we can work more effectively together, respond more quickly, and waste less time.”

Streamlining Communications between Security and IT

And, with ServiceNow, these benefits extend beyond configuration visibility. For example, ServiceNow’s built-in chat capability, Connect, makes it much easier to interact in real time with customers’ IT staff – once again accelerating security responses and eliminating unnecessary manual communication overhead. Similarly, ServiceNow’s knowledge base allows FSA to capture information about each customers’ operational model and processes. Ebstein says that, “Understanding our customers was a huge challenge – resulting in unnecessary investigations and constant questions back and forth. Now, we have critical customer information at our fingertips.”

Driving Down Security Response Times

ServiceNow’s integration and automation capabilities are also transforming FSA’s security response capabilities. Not only has FSA integrated ServiceNow with security tools such as Rapid7 and Darktrace, it has also used ServiceNow to automate key components of the security response process. One example is notifying customers of a security incident. Ebstein says that, “Each customer has unique notification requirements depending on factors such as time of day, severity and so on. With ServiceNow, we’re able to automate this – calling and emailing the right people at the right time. And, we get complete traceability, so that customers can see that we met their notification requirements.”

ServiceNow capabilities are dramatically accelerating FSA’s security operations. Ebstein says that, “We’re seeing fantastic results. ServiceNow has the potential to lower our investigation times by up to 40%, with a similar reduction in our overall investigation effort. It’s a win-win – our members get much higher responsiveness, and we make the best use of our security experts. That’s critical as we continue to scale our business.”

Building a Winning Partnership

ServiceNow is a partner in FSA’s success, rather than just as a technology provider. Ebstein says that, “By working with ServiceNow, we’re driving phenomenal business velocity – currently, we’re estimating an additional 30% growth because of this relationship.” Joel Richie, FSA’s COO and Cofounder adds that, “It’s as much about the culture as the technology. Everyone we’ve worked with at ServiceNow shares our approach and values, and that’s helped us to get there much more quickly. And, because ServiceNow is a service-based offering, it’s a perfect fit with our membership model.”