

Global Leader AppsFlyer Turns to Centraleyes to Revolutionize Internal Risk Management

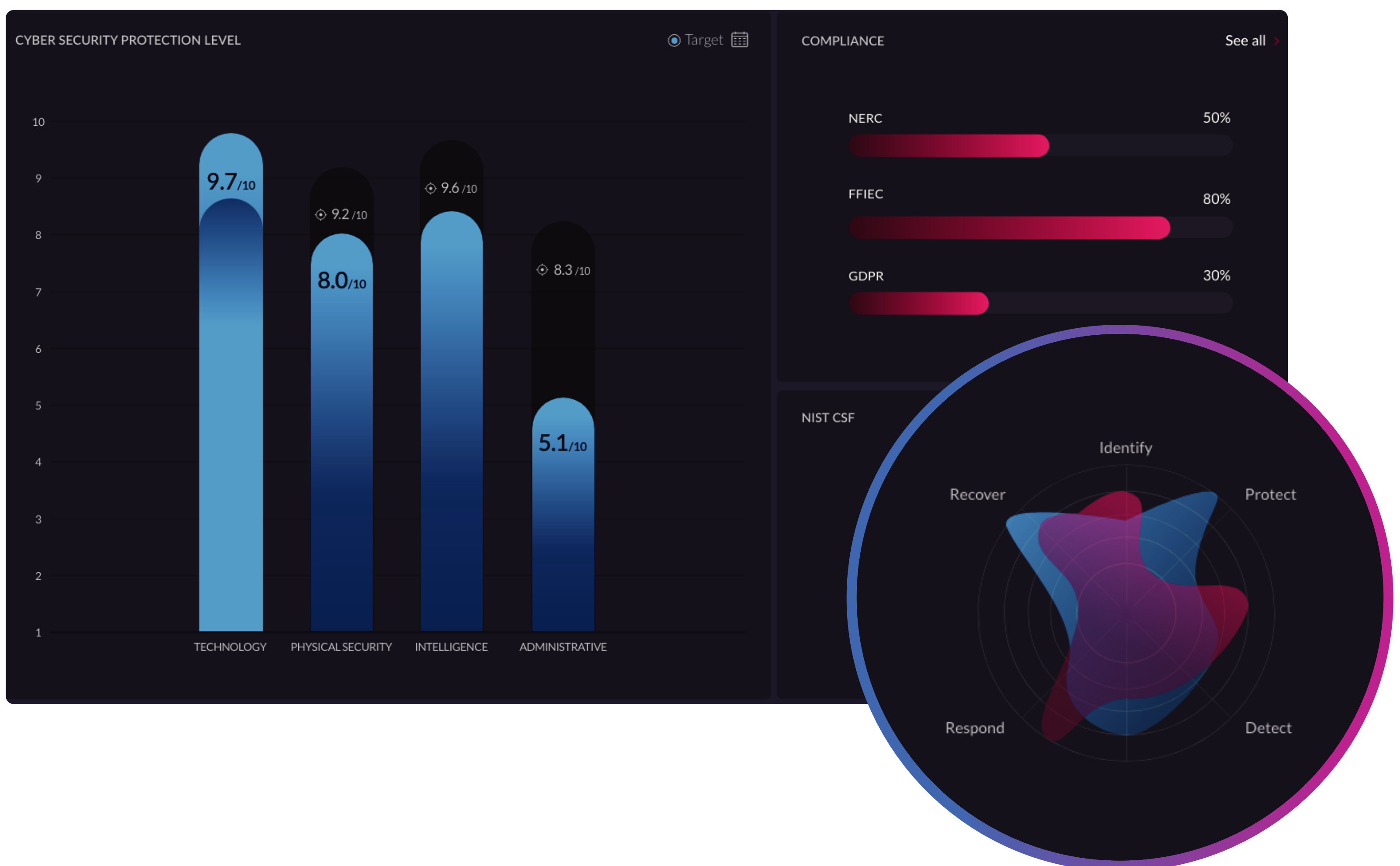


Overview

For successful industry leading companies like AppsFlyer, security and risk management are paramount to continued smooth operations and future growth.

A company cannot afford to compromise sensitive client data and assets. Neither can they allow disruptions to business continuity or security- especially if it can be prevented! That's why regular internal risk assessments are crucial. Yet more often than not, they're a logistical challenge for dynamic companies.

AppsFlyer recognized that to stay ahead, their legacy spreadsheets and risk management tools would not make the cut. Discover how AppsFlyer leveraged the next-generation Centraleyes GRC platform to streamline internal risk management and improve their entire decision making process.



Using the Centraleyes platform helped us to significantly cut down the time we used to spend running risk assessments. The features in the platform, such as the risk register, reporting dashboards and remediation center, help guide us in better allocating our resources and making decisions.

Jennifer Habshush, GRC Specialist at AppsFlyer

About AppsFlyer

AppsFlyer is a global leader in marketing analytics and customer engagement. Its proprietary SaaS platform, the AppsFlyer Cloud is leveraged by more than 80,000 companies worldwide. Functionality includes measurement, marketing and predictive analytics; collaboration, engagement management, and fraud protection technologies.

Quick Facts

Over 10
Years of industry
experience

60%
Global
market share

\$28 Billion
In annual
ad spend

\$10.9M
In fraud
blocked daily

89K
Active
mobile apps



The Problem

In today's landscape, the customer experience is more critical than ever. Audiences demand personalized marketing, tailored products, and a cohesive sales journey. And businesses must achieve all of this while also preserving their customers' privacy.

AppsFlyer's market-leading SaaS platform allows clients to achieve all that and more. Yet in order to provide this service and maintain its reputation, it must effectively manage its own internal risk. As AppsFlyer continued to expand and grow, efficiently scaling up risk and security management proved to be challenging.

AppsFlyer's ecosystem is incredibly complex, filled with countless moving parts. Because the company still relied on legacy spreadsheets, even basic risk assessments were overwhelming to complete, verging on impossible. The company's internal team frequently found themselves either mired in endless manual work, or simply frozen because they just couldn't get started.

The company knew that it needed to streamline risk assessments and improve risk management by moving away from spreadsheets. It needed a reliable platform that would allow it to identify, manage, and mitigate gaps in its risk posture. More importantly, it needed an effective means by which it could easily and efficiently manage, measure, and enforce compliance.

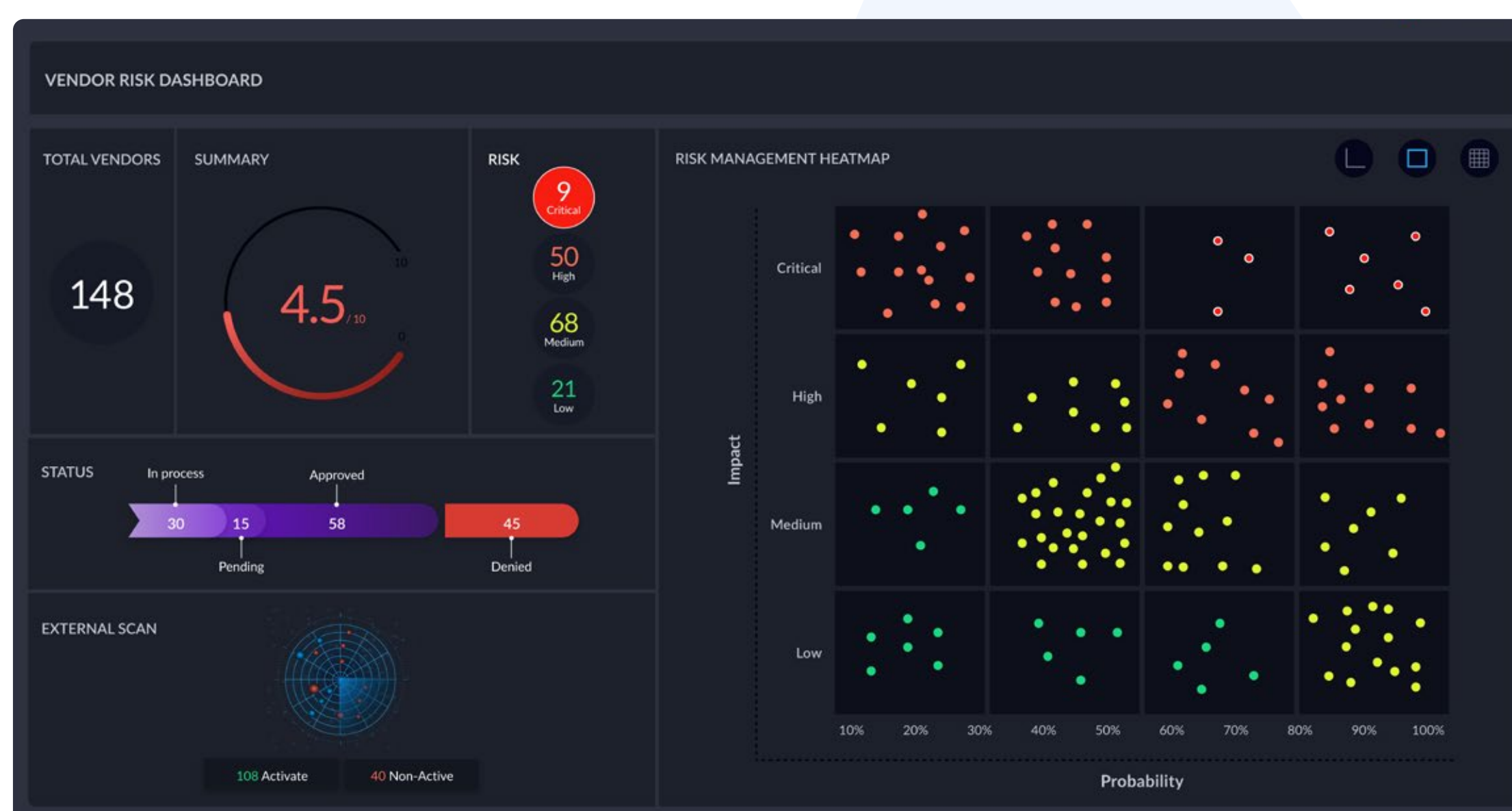


The Solution

After extensively testing multiple risk management platforms, AppsFlyer chose to partner with Centraleyes, leveraging its SaaS-based risk management platform for several different use cases.

To help it manage internal risk, it deployed Centraleyes' 1st Party risk solution. In addition to giving it deeper visibility into its risk posture, this allowed AppsFlyer to automate the majority of the manual work previously involved in risk management. AppsFlyer plans to expand this functionality to the compliance side, focusing on ISO 27001 and SOC -2 and leveraging smart mapping to more efficiently configure and manage controls.

AppsFlyer has also deployed Centraleyes' Boardview solution for executive reporting. This allows the company's risk management team to generate reports that are readily consumable by a non-technical audience. This means that risk management teams no longer need to spend hours explaining reports and creating presentations for the C-suite — those resources can be created in just a few simple steps.



The automated remediation center allows us to immediately identify our gaps and shows us exactly what we need to do to remediate open issues. We love the various dashboards which help make reporting our cyber risk and compliance posture, progress, and next steps to our executives much easier.

Jennifer Habshush, GRC Specialist at AppsFlyer

The Outcome

Through Centraleyes, AppsFlyer is now armed with an intuitive, scalable and reliable risk management tool that allows it to view its entire risk posture via a simple, centralized dashboard. It can now easily view and remediate any risks it uncovers without the need for extensive, complicated spreadsheets. AppsFlyer are saving hundreds of hours of manual work and are able to better allocate those resources, resulting in greater productivity and clearer decision making.

With the Centraleyes platform, we were able to initiate a risk assessment in minutes and complete it entirely in just a few weeks

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The platform's enterprise-wide risk register has also been a significant advantage for the company, allowing it to upload its own risks customized to specific use cases, and create tasks associated with each. Customized tagging allows better filtering and remediation, while the platform's executive reporting makes it easier than ever to keep key stakeholders in the loop.

Yet for all the benefits of the Centraleyes solution, it was the company's approach to the partnership that truly sealed the deal for AppsFlyer.

With all of the great technical advantages that Centraleyes offers, the greatest advantage over other solutions I've tried is the impeccable customer service. The team at Centraleyes really listened to our feedback and implemented requested features to help us optimize the use of the platform to fit our needs.

Jennifer Habshush, GRC Specialist at AppsFlyer



Centraleyes is the industry's latest, most advanced cloud-based integrated cyber risk management platform. Centraleyes gives organizations the unparalleled ability to automate and orchestrate their entire cyber risk and compliance processes. Centraleyes provides an exceptional ability to see, understand, and react to cyber risks in a dynamic and effective way. Organizations that deploy Centraleyes save time and resources, and increase their cyber resilience in a world of ever-evolving risks. It is truly cyber risk management reimagined.

visit: **www.centraleyes.com** or contact us at: **info@centraleyes.com**