# GreatHorn

# Crossbeam Achieves Defense-in-Depth Email Security with GreatHorn

## AT-A-GLANCE

**Company**

Crossbeam

**Website**

www.crossbeam.com

**Industry**

Technology Services

**Challenge**

▶ Protect Customer Data by Reinforcing Email Security

▶ Reduce the Risk of Ransomware, BEC and Supply Chain Attacks

**Environment**

▶ Google Workspace

▶ Limited Resources

▶ Large Volumes of Sensitive Customer Data

**Why GreatHorn?**

▶ Immediate Time-to-Value

▶ White-Glove Customer Support

▶ Ease-of-Use

▶ Dynamic Security Layers

## A Supercharged partnership ecosystem platform protecting customer data using comprehensive email security controls.
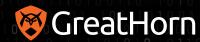


Crossbeam is a partner ecosystem platform that helps companies build more valuable partnerships by acting as an escrow service for data.  The platform allows companies to find overlapping customers and prospects with their partners – all while keeping their data private and secure.

As a technology company that relies on maintaining data privacy, securing sensitive and proprietary customer data is at the forefront of organizational decisions. One of their core values is "Trust is Our Business". With email being the most vulnerable attack vector used by cybercriminals to breach organizations and gain access to sensitive data, Crossbeam sought to find an email security platform that can most effectively reduce risk to their users, organization, and customers.

## Identification of Email Security Challenges

Chris Castaldo, a 20-year CISO and author of "Start-up Secure: Baking Cybersecurity into your Company from Founding to Exit," is sought after by organizations that have a security-first mindset and need to develop and implement a layered approach to cybersecurity.  After joining Crossbeam, Chris identified 3 cybersecurity projects that required immediate attention, including a reassessment and maturation of their email security program.

As a cybersecurity veteran, Chris has developed a complete perspective of email security that allows his security teams to address threats most effectively. Some organizations have the belief that phishing can be prevented, automatically and without respect to the fundamental human element that phishing attacks rely upon. While obvious phishing attacks can be addressed with native platform capabilities in some circumstances, Google Workspace (or Microsoft O365 for those who use it) are considered the first line of defense to mitigate risk using static security controls. But more sophisticated polymorphic attacks require adaptive controls and compensating controls that manage risk without impacting an organization's communication capabilities. These advanced attacks, including business email compromise and vendor supply

chain impersonations, typically leverage an existing trusted relationship and are more difficult to simply block. To detect these threats, Chris recognized the need to layer together dynamic email security controls to identify these risks and flag potential threats, and to engage Crossbeam's users intelligently, with contextual phishing controls that would minimize risk without impacting their email platform's usability. Chris and his security team began assessing approaches used by email security vendors in their selection process.

## Considerations for Email Security Vendors

Crossbeam has a small and nimble security team. The company required an easy-to-use solution, with best-in-class customer support and deep security expertise, to improve the company's security posture and reduce the inherent risk within email. Though business email compromise was a primary concern, ransomware and supply chain risks were also a top priority for the chosen email security solution to detect and remediate, as 40% of ransomware attacks start through email.

Another key consideration in the selection criteria for the chosen email security vendor was having a seamless process across implementation, on-boarding and the ongoing support to assist in the research and response of identified risks. Given a need for efficiency within Crossbeam's security team, the email security vendor needed to provide comprehensive support and experience, and the ability to create customized risk-management policies tailored to Crossbeam's user base, without being hard to configure or requiring constant tuning and adjustment. And, with their security team's time being stretched thin, communication between their team and the vendor needed to be effective and accurate.

## Instant Results that Reduce Email Risk

**"GreatHorn quantifiably reduced the risk of email by 99%, based on how many emails are quarantined versus the number of user-reported suspicious emails."**

-Chris Castaldo, CISO, Crossbeam

Upon implementation of GreatHorn, Chris's team experienced an immediate drop-off of business email compromise attacks that leverage trusted relationships, including "urgent task" requests that often bypass traditional email security vendors. And, during the Proof of Concept, they experienced the ease-of-use and speed of setup, providing instant time to value for Crossbeam to quantitatively report on their mitigated risks. *"The very forward-leaning nature of the platform and capabilities is imperative to the security posture at Crossbeam. There are so many things that GreatHorn has the ability to prevent against, and other vendors simply aren't addressing,"* said Chris. And most important to Crossbeam and Chris was that they quantifiably reduced the risk of email by 99%, based on how many emails are quarantined versus the number of user-reported suspicious emails.

By incorporating GreatHorn's Extended Monitoring services, Chris's team was able to leverage GreatHorn's expertise with a dedicated Customer Success Manager who became an extension of their team to manage the day-to-day activities and achieve the most comprehensive email security posture. *"It is such a value add and has been a seamless experience for us. We want the most advanced protection to adhere to our due diligence standards, but this can be time consuming. When we compared hiring an engineer for $150k-$200k versus the Extended Monitoring offering, it's a no brainer."*

**The GreatHorn Cloud Email Security Platform has provided Crossbeam with a valuable return on their investment and defensible security posture they can count on.**

Get the Facts Sooner with a Free Trial. Learn more at www.greathorn.com