

CASE STUDY

Data and Technology Company Protects Customer Data—and Insights Into Customer Behavior—With Fortinet

Acxiom designs and delivers customer intelligence solutions for the world’s most successful and trusted brands. Acxiom’s solutions ethically and securely use marketing data and technology to help brands better understand people and engage them with relevance and respect. This creates better experiences for people and growth for brands.

With a business built on the ethical use of data, and with security threats constantly increasing as well, Acxiom cannot rest when it comes to security. “We are constantly evolving, because threat actors are always on the move,” says Beth-Anne Bygum, Acxiom’s vice president and chief security and compliance officer. “Partnering with a company that applies cutting-edge and next-generation technologies is one of the main reasons why we partnered with Fortinet.”

Building on a Proven Security Foundation

Advanced security capabilities are just a few of the many reasons why Acxiom has partnered with Fortinet. Being heavily invested in digital technology requires being more aware of how to defend attacks against it. “Fortinet has a great track record of investing in the products and their portfolio, and making sure the portfolio capability aligns with the different changes in the threat landscape,” says Bygum.

Fortinet is an integral part of Acxiom’s firewall defense capabilities, as well as their intrusion prevention system (IPS), which is performing intrusion detection system (IDS) functions. “Our Fortinet solutions are a critical part of our defense-in-depth strategy,” says Bygum. “Fortinet’s capabilities help enforce our multi-zone architecture; it is very important to us and to our clients.

“What we are seeing now [for example in the news] with the supply chain compromises requires that you have end-to-end capabilities and defense capabilities along the entire stack, and our strategic partnership with Fortinet enables that.”

Greater Protection for the Future

To further strengthen their security posture, Acxiom is currently engaged in a proof of concept (POC) to incorporate their security operations center (SOC) and additional analytics solutions with a solution like FortiSOAR.

As Acxiom’s technical capabilities evolve, Fortinet partnership and solutions evolve with them. “Fortinet will be integral to our ability to respond to changes in digital transformation that we are seeing with software development, advanced compute, and data sharing across cloud environments,” says Bygum. “As technology evolves, the partnership we have with Fortinet will become even more important, as we define new use cases within this platform within the environment.”



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Details

Customer: Acxiom

Industry: Technology

Location: Conway, AR

Business Impact

- Enables Acxiom to deploy advanced firewall protection to safeguard data
- Provides defense-in-depth, by enforcing security in Acxiom’s multi-zone architecture
- Offers security capabilities that will align with any new changes in the threat landscape

What Bygum appreciates about Acxiom's relationship with Fortinet is that she feels heard. "They listen to our issues, the pain points, and they are constantly taking my questions," says Bygum. "They go away, research, and come back; they are not making me do the work. This research is so important to me as a chief information security officer [CISO], since we only know what we know, and we rely on our strategic partners."

Having a good relationship with a trusted security company makes Bygum's job even more rewarding. "For women, security is a fantastic field that will allow you to pursue your career ideals and advance through different companies and programs," says Bygum.

"You will learn quite a bit, and sometimes, it is fun and quick with lots of accomplishments, and other times, it takes a lot of strength and commitment—but do not give up and do not be afraid. Just keep advancing and developing yourself."

Business Impact (contd.)

- Supports Acxiom's proof of concept (POC), to incorporate their security operations center (SOC) and additional analytics solution with Fortinet

Solutions

- FortiGate Next-Generation Firewalls
- FortiSOAR

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