PURE Insurance gains needed user activity visibility and Salesforce data security with a "buy" cloud security solution

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PURE Insurance Group

LOCATION
White Plains, NY

EMPLOYEES
852

INDUSTRY
Insurance

CLIENT PROFILE

The PURE Insurance Group of Companies is a high-net-worth insurance carrier that covers personal property such as homes, cars, boats, fine arts, jewelry, and more for some of the most successful families in the country. They do business in all 50 states plus Washington D.C., and they distribute their products through independent brokers.

CHALLENGE

As they placed more and more data into their Salesforce environment, PURE realized the risks inherent in having data accessible to their internal org and other systems. They wanted more advanced insights into how the data was being used within the platform.

SOLUTION

- Imprivata FairWarning for Cloud Solutions

RESULTS

- Proactive event monitoring alerts

- Safeguarding sensitive member data

- Implementation and visibility in less than 48 hours

- Cost-efficient, time-saving, feature-rich cloud security solution

- Continued trust with employees and members

Stuart Tainsky
Senior VP of Administration

As a high-net-worth insurance carrier, the PURE Insurance Group of Companies needed to know: Is it better to buy a cloud security solution that meets your organization's needs and can secure your cloud data in hours, or to build a customized solution that's tailor-made for your organization's needs but takes months to develop and requires continuous lifetime maintenance? PURE's build vs. buy journey led them to a successful cloud security solution that helps them more easily monitor user activity across their Salesforce instance.

The Challenge

As a high-net-worth insurance carrier, the PURE Group of Insurance Companies relies on Salesforce. After using Salesforce for years and heavily investing in the platform, PURE realized they needed to do more to gain more visibility into how the data was being utilized.

"We needed to have a better understanding to round out our security tools on what was happening with that data that we were populating regularly into the environment," said Stuart Tainsky, Senior VP of Administration at PURE.

PURE primarily relies on Salesforce to distribute and disseminate information to their employees and underwriters to help them understand events happening throughout the organization. PURE also relies on Salesforce to track conversations, meetings, and service requests. While other data loss prevention (DLP) solutions provide "next-level" information security outside of Salesforce, PURE wanted similar visibility within the platform.

> **My team and I always look to make sure we're using the most advanced tools to protect the data of the company.**
>
> **Stuart Tainsky, Senior VP of Administration**

When Salesforce debuted the Shield trio of products in 2015 – which included Event Monitoring, the tool that provides audit logs documenting user activity in the platform – PURE saw a solution for better identifying egress activities. They began having conversations about developing a security solution that was custom-designed for their Salesforce environment that could digest and translate the logs. But after pursuing this custom-built solution, PURE encountered a few problems: Building a cloud security solution would take too long, would cost too much, and would add to their workload instead of alleviating it.

"Starting from scratch [...] was a tremendous undertaking for us, and we didn't necessarily have the appetite for it from a mindshare perspective or from a cost perspective," noted Tainsky.

From a long-term viewpoint, it can be expensive to build a cloud security solution. PURE knew that building a solution would increase the total cost of ownership because the software would require substantial development and continuous maintenance expenses. Because of that, they determined the ongoing opportunity cost didn't justify creating a customized solution – especially knowing that a marketplace solution like Imprivata FairWarning for Cloud Solutions already existed, which could cover their needs nicely.

After running a cost-benefit analysis, PURE concluded that an off-the-shelf solution would not only save them time and money, but also give them access to a dedicated support team that would help them maximize success on an ongoing basis.

PURE quickly realized the solution they were looking for was one they could buy, not one they had to build themselves – they needed an additional security tool, but they didn't have the resources to manage and build it.

> " When you're looking at build versus buy, whether you're in insurance or whatever industry you're in, you're going to have a very similar need when it comes to data security. Now, the data may be different and you may have different levels of sensitivity of data. But the concepts are pretty similar. "
>
> **Stuart Tainsky, Senior VP of Administration**

The Solution

Fortunately, Tainsky remembered a Dreamforce conference meeting with Imprivata FairWarning, a security and data protection company that specializes in providing simplified visibility into user activity in Salesforce. Intrigued by Imprivata FairWarning's value proposition of simplified insights for the business-minded user, PURE initiated a proof of concept with the Salesforce strategic ISV partner. PURE quickly discovered that Imprivata FairWarning for Cloud Solutions was a turnkey solution for identifying security anomalies, which was exactly what they needed to fill the gaps in their Salesforce visibility. Imprivata FairWarning's ability to leverage the data from Salesforce Shield's Event Monitoring logs and turn it into human-readable insights for business-minded users was everything PURE was seeking.

Build or Buy Checklist

☐ **Determine Your Must-Have Features**
Consider the following:
- Scalability
- Future-proofing
- Integrations
- Ease of use
- Measurements
- Analysis and reporting tools
- Industry compliance and regulatory standards

☐ **Identify Your Implementation Timeline**
We need this solution ASAP:
❯ **Buy**

We need this solution eventually:
❯ **Build or Buy**

☐ **Calculate the Build vs. Buy Cost Analysis**
Features + timeline + associated costs* = total cost

*Build Associated Costs = Design + Development + Testing + Training + Implementation + Support + Maintenance

*Buy Associated Costs = Package Price + Configuration + Training + Implementation

☐ **Evaluate the Potential ROI**
Is the total cost worth solving our cloud security problems?

☐ **Build or Buy Your Cloud Security Solution**

The Results

Up and running in less than 48 hours with Imprivata FairWarning for Cloud Solutions, PURE can now track data access trends, monitor for abnormal use or access of data, and increase their productivity with saved time and effort. They can now easily answer questions like, "Who is accessing and downloading data, how often, when, and from where?" All they had to do was find and select an out-of-the-box cloud security user activity monitoring solution that did all the heavy lifting for them.

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