

FMCG Sector

Case Study

Business Challenge

The Client is the Indian Subsidiary of a Fortune 500 MNC with presence in about 100 countries. They are a leader in Home & Personal Care Products and Foods & Beverages and are also one of the country's biggest exporters. The Client is not unfamiliar with corporate espionage attempts in the past and despite an active IT Security framework they continue to be anxious about retaining their competitive advantage.

Their concern areas included aspects such as product innovation, formulations, launch plans and sensitive information about new products. At times, some of this information had to be shared with third parties including market research companies, advertising firms and distributors and hence the Client wanted to strengthen their interfaces. From a strategic perspective, the organization wanted to enhance its competitive advantage by safeguarding future plans, expansions, JV's and new lines of businesses.

Integrated Solution

The risk assessment process identified categories of information on which the business impact matrix was established. Required safeguards were then designed after factoring their business functions. The roll out was executed over the following phases viz. **Information Security Management System, Business Impact War-Games, Technology & Baseline Hardening and Electronic Counter-Surveillance.**

The Implementation Methodology was developed on the basis of process inputs taken from the stakeholders with emphasis on customizing the best practices of the industry to the specific cultural and organizational needs; thus ensuring that the policy framework was readily adopted and sustained. Certain key departments in the organization were also given handholding and **implementation assistance.**

Benefits to the Client

◆ Competitive Advantage

The changing global scenario as well as greater business demands led to the adoption of newer technologies and thereby a greater risk quotient. This exposure affected the Client's strategic business processes and operations; however these were derisked and the residual risk for third party access was also quantified and addressed.

◆ Positive Assurance

The entire process brought about a proactive organization-wide mindset towards personal accountability and ownership of InfoSec across all departments and employees, making it a sustainable initiative in the long term. This process also created value by identifying opportunities for continual growth and ensuring bottom lines are protected.

The Client was the winner of "The Security Strategist" award in the year 2005. This award is given to companies who demonstrate outstanding leadership & effective strategies in Information Security.



Client Speak

"The holistic Information Security approach adopted by Mahindra Special Services Group has helped derisk our nationwide operations, business processes, product innovation and communication channels."

- Director, Finance & IT

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