



Segment Challenges Risk Management Status Quo — Increases Assurance with Less Resources with ZenGRC

Segment, provider of the one of the world's leading customer data platforms, was tired of being inefficient. Faced with ballooning work due to a sharp increase in risk assessments and questionnaires from current and potential customers, the organization was tying up valuable resources responding to lengthy and granular questionnaires. This led the company to stop and reflect on its own risk programs, asking, "Do our vendors feel the same frustration?" Ready to challenge the status quo of third-party risk management, the company revamped its program with ZenGRC at the core.

Movin' on up and out of spreadsheets

For Segment's internal Governance, Risk and Compliance (GRC) and security team, working efficiently was the name of the game. Yet the organization was using spreadsheets to manage compliance and third-party risk, far from effective as team members had to manually send, track and follow-up on vendor questionnaires.

"No one likes completing questionnaires in spreadsheets and we know this firsthand," says Steve Nguyen, Director of GRC with Segment. "As a company, we receive upwards of 40 questionnaires to complete a quarter and have experienced the pain that comes with spreadsheet formatting and versioning issues — a very unpleasant experience."

Not wanting to burden customers, Segment turned to Reciprocity's ZenGRC® solution to provide a single, automated platform to drive GRC activities and say goodbye to spreadsheets for good.

RESULTS:

**Saved
300-400 hours a
year on vendor
questionnaire
management**

**Improved
questionnaire
usability, resulting
in expedited
returns**

**Customized
questionnaire
logic to streamline
risk analysis**

**Single pane for
compliance —
SOC 2 and ISO**

Quality, not quantity

When asked to complete a third-party risk assessment, Segment saw customers falling into a common trap: believing that the more questions asked, the more detailed the answers and the greater the security context. In fact, Segment believed the opposite was true, with little incremental security assurance despite the huge investment of time and resources.

"With ZenGRC, we are able to easily customize vendor questionnaires, using a handful of strategic questions to measure risk," Nguyen continues. "Quantity does not translate to quality. We regularly review our questionnaires, determining which questions provide value and excising those that don't."

Simple, yet powerful

With ZenGRC, Segment is focused on uncovering control maturity in vendor assessments, using weighted scoring and conditional questioning. The organization uses few yes/no questions, relying on nested questions that define actions for specific answers to dive deeper into a particular area, such as assessing how production environment access control is managed.

As a result of streamlining vendor questions, Segment has improved the user experience for third parties, with completed questionnaires returned at a faster rate — a win for both sides.

Hundreds of hours saved

Within ZenGRC, Segment has three primary questionnaire templates: one for security, one for professional services and one encompassing privacy and security — a huge win as traditionally, the privacy department was sending its own separate form. Vendors now receive a single questionnaire, covering security and privacy as appropriate, providing a streamlined user experience.

"It's a huge win for us to have all questionnaires within ZenGRC, leveraging the platform's automated follow-up reminders and the scoring capabilities," says Nguyen. "We send up to 120 assessments per year, which would likely translate to 300 to 400 man hours if we were still managing in spreadsheets — massive savings for us."

Best practices at their best

"ZenGRC allows us to push ourselves as an organization, collectively assessing the most simple, yet strategic, way to assess vendors," Nguyen concludes. "We ask fewer risk-related questions but gain more assurances about vendors — best practices we strongly believe in."

"I have used GRC tools in the past and the simplicity of ZenGRC stands apart," adds Nguyen. "It's incredibly easy to build out questionnaires and customize questions, such as asking for dates of completed activities."

Compliance

Segment is also using ZenGRC to drive compliance, providing a single source of truth for SOC 2 attestation. Using the platform as its system of record saves the company time, delivering visibility into completed tasks, open items for auditors, progress, pending deadlines and supporting documentation.

"We have instant insight into the status of our compliance initiatives, a central location for evidence and have automated the low-value tasks, increasing the robustness of our infosec program," says Nguyen.

ABOUT SEGMENT: Segment provides the customer data infrastructure that helps businesses put their customers first. Using Segment, companies can collect, unify, and connect their first-party to over 200 marketing, analytics, and data warehouse tools. It was founded in 2011 and headquartered in San Francisco, California.

ABOUT RECIPROCITY: Reciprocity powers the fastest, easiest and most prescriptive information security solutions through one simple yet powerful platform that efficiently organizes and intelligently optimizes infosec programs.