



***Bwin International leverages an “always-on” proactive IT risk approach to realize significant cost savings – while improving security and achieving compliance with multiple industry regulations***



- **Cut time to compliance**
- **Reduced unplanned consulting service costs**
- **Provided continuous monitoring of IT Risk**

INDUSTRY	E-COMMERCE
<b>Challenge</b>	Manage the skyrocketing costs and complexities associated with meeting multiple IT compliance requirements and move to a risk-based business model
<b>Solution</b>	Deploy Agilience IT Risk Management and Compliance software to automate policy management, risk assessments and control evidence gathering
<b>Benefits</b>	Reduce audit burden, increase visibility into current compliance and risk posture, and improve leverage of IT resources

**THE CHALLENGE**

As a publicly traded company whose business model is based entirely on e-commerce transactions, Bwin International must adhere to stringent consumer confidentiality and data security standards to meet Payment Card Industry (PCI), the European version of Sarbanes Oxley (SOX) and European privacy requirements.

“Because we are a pure-play e-commerce business in a heavily regulated industry, our IT infrastructure must be secure and able to support millions of transactions at all times,” said Oliver Eckel, head of corporate security for Bwin Interactive Entertainment AG. The company’s IT infrastructure is comprised of more than 2000 assets, including servers, operating systems and applications, and network devices.

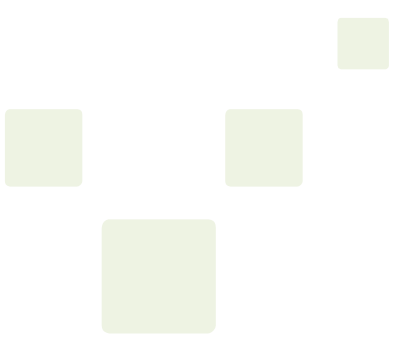
Bwin had numerous automated and manual processes in place to address the daily myriad of IT control issues. With multiple regulation requirements and a strong commitment to the protection of customer data, Bwin’s security and IT managers were continually monitoring risk within their environments, while facing the challenge of mapping that information to manual surveys and information from vulnerability scanners and security incident managers. Once aggregated, this information was mapped to regulations to assess their relative degree of compliance. This was a very costly and time-consuming process.

As the PCI Data Security Standard (DSS) validation requirements continued to grow in number and scope, Bwin found itself diverting precious staff time and operating budget away from growth supporting initiatives to reactive activities such as regulatory audits. According to Eckel, “To maintain our lead as a \$ 2.2 billion revenue-generating company in the online gaming industry, we must continue to innovate and support our growing customer base. With all the regulatory requirements, we were starting to feel we were spending too much time implementing and managing security and compliance initiatives – which was unacceptable.”

Bwin managers recognized that automating risk management processes would help the company improve security, streamline costs, better manage IT complexity, while supporting government and industry compliance efforts. The search began for a solution that would help the company meet its short term PCI DSS compliance objectives and be extensible to automate other compliance and risk management processes as required to achieve long-term cost efficiencies.

**THE SOLUTION**

Bwin chose the Agilience RiskVision solution because of the completeness of the solution and its ability to integrate off-the-shelf with Bwin’s existing security applications. The Agilience solution is a web-based



## CUSTOMER PROFILE

### COMPANY

Bwin International

### OFFICES

Vienna, Austria

### FOUNDED

1999

### WEB SITE

[www.bwin.com](http://www.bwin.com)

### PRIMARY BUSINESS

Online gaming  
entertainment

application designed to provide quick time to value by automating existing compliance processes and provide long-term cost efficiencies by helping companies move to a risk-based business model.

According to Eckel, "Successfully balancing today's risk management, cost reduction and compliance equation can be a difficult feat – especially when dealing with multiple regulatory requirements across the globe. By tapping Agilience software to automate risk management and compliance processes, Bwin is able to improve security and reduce costs while achieving and maintaining compliance with multiple regulations."

Using Agilience's risk management and compliance software, Bwin has been able to combine survey data with risk-prioritized technical controls in a consolidated dashboard. They now know what to look for in risk management best practices and they have a means to monitor performance. More specifically, the Agilience solution allows Bwin to:

- Aggregate and correlate data across systems, people and processes by combining results from e-survey assessments with technical control checks performed by security automation tools
- Automatically map controls from multiple regulations, standards and frameworks for each asset and vulnerability identified
- Test controls once and comply across multiple frameworks and regulations
- Gain a current unified view of enterprise security risk and compliance status through role-based, interactive dashboards
- Use risk-based prioritization to decide whether to accept, transfer or mitigate risk

Eckel comments, "What makes Agilience so useful to us is that it gives us centralized access, management and control of both manual and automatic controls. That single process improvement, in and of itself,

provides us with a much more efficient, productive management capability. Moving forward, we intend to leverage Agilience to be our security management 'cockpit' and expect to realize substantial operational and strategic advantages by doing so."

### THE BENEFIT

Using Agilience RiskVision risk management and compliance software, Bwin mapped IT risk to business risk, providing the enterprise-wide accountability and alignment needed to translate superior risk management into a cost effective competitive advantage. Using this solution, Bwin will:

- Prioritize IT security investment based on risk metrics
- Pass PCI audits in half the time of previous manual audit processes
- Significantly reduce unplanned implementation fees
- Enable "always-on" proactive IT security and risk reporting

Thanks to the pre-defined mapping of multiple regulations within the Agilience product, Bwin was able to extend the same automated, risk-based approach for compliance to other regulations including the European version of Sarbanes Oxley and European privacy requirements as well as respond to regulatory updates such as the current release of PCI v1.2, while saving hundreds of thousands of Euros in consulting fees.

With a current and accurate visibility into how IT risk affects the entire organization, Bwin can now more effectively allocate IT resources and activities based on business objectives and acceptable levels of risk. The Agilience solution helps Bwin to normalize and combine risk from non-compliance with regulations and standards, identify IT security and system automation gaps as well as process related risk. With a consolidated dashboard view, business managers and executives have the intelligence they need to make more informed decisions with confidence and ease.

### Agilience, Inc.

2001 Gateway Place,  
Suite 315 West  
San Jose, CA 95110  
p: 408.200.0400  
f: 408.200.0401

[www.agilience.com](http://www.agilience.com)  
[info@agilience.com](mailto:info@agilience.com)