anecdotes

Similarweb & anecdotes: Building The Foundation of a Mature Compliance Program

similarweb

The Challenge

As part of a rapidly growing company, CISO Raz Karmi knew that building trusting relationships with prospective customers and vendors was critical to maintaining that momentum. To that end, the company prepared for and underwent SOC 2 audits on a yearly basis. But meeting SOC 2 required great amounts of manual labor, like collecting evidence from many different functions across the organization, managing the different requirements for SOC 2, and matching relevant evidence for hundreds of evidence requests.

Raz also wanted to implement additional Compliance frameworks such as ISO 27001, but due to the time and resources involved, these plans were put on the back burner. "Meeting Compliance standards is, for us, a way to demonstrate our commitment to upholding best security practices to the world," says Raz. "But doing so required a massive time commitment that felt unachievable, with limited people and resources."

Founded in 2007, Similarweb is a digital intelligence company, providing deep insights for businesses of all sizes and verticals. Their unique technology enables companies to understand digital activity across their own websites and those of their competitors. With an ever expanding customer base, their technology impacts the way thousands of businesses understand their competitive landscape. In the last decade and a half, the company has experienced explosive growth, with numerous acquisitions. In May 2021, Similarweb went public on the NYSE.

- ✓ **2 frameworks**
- ✓ **20 connected plugins**
- ✓ **150 automated evidence**

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Raz Karmi, CISO at Similarweb

The Solution

Raz knew what Similarweb stood to gain from improving their security Compliance maturity and began to look for a solution that would enable them to effectively automate their evidence collection processes, freeing them up to do more complex work. After checking out various Compliance tools that couldn't meet their complex and varied needs, they heard about anecdotes' robust functionality and decided to give it a try.

"anecdotes had everything we needed from a comprehensive Compliance solution," says Raz. "The solution takes a different approach to Compliance than the other tools I saw. It can adeptly handle the complexity of a fast growing SaaS environment, supplying a wide range of plugins for tools in use across the organization that other compliance tools just don't address. You can tell it's built with fast-growing companies in mind, which is just what we needed here at Similarweb."
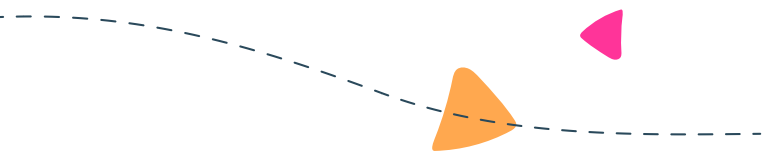
> "The deep automated evidence collection, plus the true cross mapping, have all been game changers for us, enabling us to quickly upgrade our Compliance maturity."

Raz Karmi, CISO at Similarweb

The Results

In the year since they onboarded the anecdotes Compliance OS, Similarweb has successfully passed their SOC 2 audit, benefiting greatly from the collaboration capabilities the OS offers for users and their auditor. They have also been able to mature their Compliance program by achieving their ISO 27001 certification using the cross-mapping evidence capabilities, leveraging work already done for SOC 2. This will also enable them to add on additional frameworks with ease as they become relevant in the future. Another big win on the road to gaining further Compliance maturity was onboarding the risk manager, using the robust risk library.

With the OS, they have been able to automate over 80% of their evidence collection. Says Raz, "The deep automated evidence collection, plus the true cross mapping to easily meet additional frameworks, and the unique modules like the risk manager, which saves us from having to onboard yet another tool, have all been game changers for us, enabling us to quickly upgrade our Compliance maturity."

Conclusion

With the anecdotes Compliance OS, Similarweb has been able to build the foundation of a mature and expanding Compliance program. It's the key to easily meeting new milestones with less effort and frustration and has helped them leverage Compliance to build trust with customers and partners. For Raz and Similarweb, anecdotes is helping turn Compliance into a business driver.