CASE STUDY

How Gremlin Reduces Sales Process Friction with Whistic

Gremlin + whistic

Introduction

Not every company has a mission as bold as to help build a more reliable Internet, but Gremlin does. They turn failure into resilience by providing engineers a way to safely experiment on complex systems and identify weaknesses before impacting customers and causing revenue loss. This means finding failures early, accelerating the rate of detection and resolution, and testing recovery mechanisms to prevent a false sense of security.

For Skyler Sampson, Senior Security Architect, vendor security is a critical function of the company. Not only do they need to ensure the security of the vendors they use, they partner with their sales team to provide Gremlin's security information to prospective customers as part of every sales cycle.

"We target a lot of financial customers where downtime is critical, and Fintech security teams are more prepared to review vendors than other enterprises are," said Skyler. "Failure is scary not just from a security perspective, but also from a downtime perspective. Downtime means something and is frequently measured in terms of millions of dollars per minute."

To handle the large volume of security assessments they receive every week, Skyler and his team frequently worked nights and weekends to keep up with demand. The workload was unsustainable. He needed a better way to serve the sales team and accurately represent Gremlin's security posture. He found it with a Whistic Profile.

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Problem

It used to be that the sales team would get to the point where a security review was needed, and the client would send a spreadsheet of questions, and the team would scramble to put together a one-off document in response. "This created significant strain on the team, and it happened all the time. We'd go through about one hundred reviews like this every 3–4 months with our team of two people. And all the while, we're trying to do our normal job and complete things like SOC 2," said Skyler.

The security assessments were frequently presented to them late in the sales process, adding increased stress to complete them quickly. To ease the burden, Skyler created a long series of macros to help speed their work. This helped provide a more standardized response and make sure that they represented Gremlin well.

The responses from sales looked a bit better, but there were other requirements that the team had. For example, they needed to control who obtained their security information, how long they had access to it, and ensure each document's accuracy.

Most of the requests they received were standard assessments like SIG, CAIQ, or CAIQ-Lite. Skyler and his team responded to the same questions over and over again. They needed a solution that would allow them to reuse their work and avoid needless repetition.

Skyler used Whistic at a previous company and knew that it could help Gremlin, as well.

Gremlin needed a way to automate and accelerate the sharing of security information during the sales process.

❯ Solution

The critical measure for evaluating software options at Gremlin was the review completion time—how long it takes the security team to deliver information back to sales following a request. Their requirement was significant: it had to reduce time by 40 percent.

Whistic Profile allows companies to store completed security assessments, audits, and certifications in a profile that can be shared over and over again. This profile is living and can be updated at any time. It can also be shared by customer-facing teams proactively, rather than waiting for customers to send spreadsheets full of questions.

Skyler realized that having this capability would allow them to share their security information early in the sales process, establishing trust more quickly.

Previously, the InfoSec team may not have been brought into an active sales process until a couple of weeks before it was supposed to close. By giving Sales the ability to share their security information at the beginning of the process, friction has been reduced, and the entire sales process runs better and faster. Being proactive results in higher quality communication. It also provides huge results.

How huge? "We went from an average of 45–60 days to complete a security review to less than four days," said Skyler.

Providing this information through the Whistic platform also presents a professional, organized,

and secure image. "At the end of the day, it's not about what we can do, it's about what I can demonstrate and prove that we can do," said Skyler.

In addition, Whistic keeps track of who has seen their profile so they can audit and view that information as needed. Another important capability provided by Whistic is the ability to restrict how long people have access to security profiles. You're in control of how long your information is accessible.

"We're projecting our security posture outward to others . . . and the clearer and more consistent that information is, the less the prospect worries about our security. They see that things are in order and we get far less follow-up questions," said Skyler.

> Security reviews used to take between 45–60 days. Now the average time is four days.

Results

Whistic provides both time and cost savings, and greater flexibility and control when it comes to sharing security information.

60%

of customers accept Gremlin's Whistic Profile without question.

14x

reduction in assessment completion time. From between 45–60 days to four.

reduce friction

- Sharing security information early means building trust early.

- A Whistic Profile is living, professional, and has full access control.

- Salespeople get to keep selling rather than working on security reviews.

> The Future

As a Whistic customer, Skyler communicates regularly with the Customer Success team and shares ways to make the product even better and easier to use.

"My next goal is to place all of our standardized documentation within Whistic, so it becomes part of our living profile," said Skyler. He's also looking forward to giving the Gremlin sales team the ability to share their security information directly from within Salesforce using Whistic's Salesforce integration.

whistic

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