

CASE STUDY

CallTrackingMetrics gains visibility and security with Lacework and AWS solution



Challenges

- Identify threats and increase security as company expands
- Achieve SOC 2 compliance to gain enterprise business

Solutions

- Engaged Lacework and transitioned to AWS Graviton
- Saw unidentified security threats appear immediately upon deployment

Results

- Invested in growth-related priorities without having to hire new personnel
- Easily allowed customers to run their own version of the CallTrackingMetrics platform





Executive summary

All-in-one conversation platform CallTrackingMetrics combines marketing attribution with conversation intelligence tools to help businesses gain visibility into customer actions. CallTrackingMetrics has grown steadily and organically since its founding in 2012, and security has always been a priority, but in 2020, company leaders decided they needed to take data protection to a new, more sophisticated level. CallTrackingMetrics connected with cloud security provider and Amazon Web Services (AWS) partner Lacework to develop and implement a robust solution that is helping the conversation platform identify threats and stay secure as it continues to expand and pursue new opportunities.

Emerging threats and business aspirations drive quest for better security

With a steadily growing business and ever-evolving security threats, CallTrackingMetrics leaders knew they needed to improve the company's security posture. This goal coincided with a long-term aspiration to engage with more Fortune 500, enterprise-level customers. CallTrackingMetrics understood that such entities would require SOC 2 (System and Organization Control 2) compliance, something only achievable when robust, verifiable security protocols are in place.

Finding automated, end-to-end visibility and threat detection

CallTrackingMetrics Director of IT, Bob Graw, connected with a regional sales manager at Lacework and was impressed with what Lacework had to offer. The Lacework team—recognizing that CallTrackingMetrics had a relatively small engineering team more focused on building software than managing security—also perceived that the two companies could work well together. Lacework understood that as a SaaS (Software as a Service) company, CallTrackingMetrics faced an array of compliance requirements and knew they had the tools and expertise to help CallTrackingMetrics meet such challenges.

CallTrackingMetrics engaged Lacework and transitioned seamlessly to AWS Graviton running Amazon Elastic Compute Cloud (Amazon EC2) and Amazon Simple Storage Service (Amazon S3).

AWS Graviton was selected for several reasons, including capability, performance, and cost. AWS Graviton processors are custom built by AWS using 64-bit Arm Neoverse cores to deliver superior price performance for cloud workloads running in Amazon EC2. By switching to AWS Graviton, CallTrackingMetrics was able to free up budget to work with Lacework.

“In the end, we saved money two ways,” reports Graw. “First, by moving part of the fleet to Graviton. Second, by not having to hire another engineer. The bonus was that we got better performance for less money.”



“25 to 30 percent of our machines went from Intel to Graviton running EC2 as we rolled things out. And here’s the thing: without any issues. None.”

BOB GRAW, CALLTRACKINGMETRICS
DIRECTOR OF IT

Test or deploy?

Graw and his team thought about trying Lacework in a test environment but ultimately opted to move straight to deployment. CallTrackingMetrics deployed the collector and previously unidentified security threats began showing up immediately. Because Lacework’s technology is heavily based on unsupervised machine learning and needs data to operate well, skipping the test server phase isn’t typically a problem. In fact, Lacework encourages customers to adopt the technology at scale, whether that’s 150 servers or 15,000 servers.

“Twenty-five to thirty percent of our machines went from Intel to Graviton running Amazon EC2 as we rolled things out,” says CallTrackingMetrics’ Bob Graw. “And here’s the thing: without any issues. None.”

Lacework provides superior visibility into a wide range of threats

The Lacework solution has made a big difference for CallTrackingMetrics in terms of visibility. When CallTrackingMetrics wants to know if people are running new software, the solution’s machine learning capabilities can alert the company to anomalies in established patterns. In a recent ransomware preparedness exercise, for example, Graw created a new user in a secondary AWS region that began running new software. He then tried to log in to the primary AWS region as that user. Lacework immediately let CallTrackingMetrics know that an unrecognized new user was trying to log in, where the request was coming from, and that the user was running new software.

Since this is one way ransomware hackers try to access systems, CallTrackingMetrics was delighted. “In the past, if somebody had fired up something in a new region, unless I went to that region and took a look, I’d never know,” says Graw.

Saving on headcount while delivering flexibility

Some CallTrackingMetrics customers, such as healthcare companies, want to run their own version of the company’s platform, which is HIPAA and PCI compliant, and the Lacework-AWS solution can accommodate such requests with ease. The solution has also allowed CallTrackingMetrics to invest in growth-related priorities without having to hire full time security personnel.

“25 servers in 30 seconds.”

CallTrackingMetrics appreciates the breadth of choices in the Amazon EC2 realm—including the range of AWS Graviton options. The variety of AWS solutions means CallTrackingMetrics has more flexibility as circumstances change.

What led CallTrackingMetrics to AWS in the first place, six years ago? As Graw explains, CallTrackingMetrics servers kept crashing and the site kept going down. After the servers had been switched back on for what seemed like the umpteenth time, CallTrackingMetrics leadership initiated a move to AWS and company engineers immediately created an account and began building a Virtual Private Cloud (VPC) and started adding machines while learning how to transfer data.

“Who would buy a server now?” Graw asks. “We made the move to AWS and I can’t even imagine buying a server now. Ask me about AWS, I’m like, ‘I don’t know. I mean, I can fire up 25 servers in about 30 seconds.’”

“This isn’t about ‘put us in a lab on one server and hope it works.’ We tell our customers, ‘do this in production at your scale. Whether you’ve got 150 servers or 15,000, we want you to implement this and know that it’s going to work.”

**BOB GRAW, CALLTRACKINGMETRICS
DIRECTOR OF IT**



Ready for new challenges

Graw explains that CallTrackingMetrics will eventually begin running containers and is delighted to know that he and his team will be able to run containers and Kubernetes on AWS Graviton. Graw likes the simplicity of Graviton—compared with other solutions the organization has tried—and is a big fan of the resiliency afforded by AWS. “With Gravitons spread across so many zones,” Graw says, “That instills a lot of confidence.”

Another plus is that Lacework, as an AWS Container Competency Partner, supports security on containers and Kubernetes, including Amazon Elastic Container Service (Amazon ECS), AWS Fargate, and Amazon Elastic Kubernetes Service (Amazon EKS). Which means that as CallTrackingMetrics explores Kubernetes and considers building containers, they won’t have to track down fresh security solutions. Lacework can simply meet them on their journey whenever they’re ready.

[Find out more at lacework.com](https://lacework.com)



All-in-one conversation platform CallTrackingMetrics helps companies gain visibility into what inspires customers to convert by combining marketing attribution with conversation intelligence tools.