

## CASE STUDY

# Increasing visibility and automating security for ActivePipe



## Challenges

- Enable small engineering team to automate tasks
- Receive timely alerts on suspicious behavior
- Demonstrate compliance, including ISO 27001 and SOC 2

## Solutions

- Achieved immediate visibility into environments
- Gained security coverage without needing to hire additional team members
- Obtained live metrics within a few hours of deploying

## Results

- Received 4-5 actionable alerts per day
- Helped small team of engineers efficiently address security issues
- Increased visibility to help answer customer questions
- Improved vulnerability management processes

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MICHAEL MESSIG, CHIEF TECHNOLOGY OFFICER,  
ACTIVEPIPE





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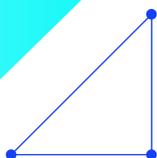
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## About ActivePipe

ActivePipe is an innovative email marketing platform that uses intelligent automation to nurture clients and generate leads. Designed to solve the specific challenges of real estate and mortgage broking professionals, ActivePipe enables its users to build relationships at scale and unlock the hidden opportunities in their database. Their team is based across Australia, the United States, and the Philippines.

Michael Messig, the Chief Technology Officer at ActivePipe, oversees the product and engineering teams. His teams do everything from building and supporting product features to conducting the customer research that informs new ideas for the platform. They use Amazon Web Services (AWS) and have spent recent years containerizing everything with Kubernetes, hosted in Amazon. They use Amazon's managed services wherever possible, including Relational Database Service (RDS), Aurora, DocumentDB, and CloudFront.

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## Challenges

Though they've recently grown to over 100 employees, ActivePipe has a startup mentality that inspired them to look for a security solution. "We have a fairly small engineering team, and one or two other people who work with me on infrastructure and security," Messig says. "When you're trying to build out a product and gain traction in new markets, that takes away from being able to focus on things like security and DevOps." In order to maximize their resources, ActivePipe sought a platform that could automate some of the engineering team's work.

As they looked for a security solution, ActivePipe had a number of requirements and wanted a product that would cover all their bases. For one, they needed something to help with compliance audits, since they're ISO 27001 compliant and intend to achieve SOC 2 down the road. It was also important to be alerted to suspicious behavior in their environment with timely and actionable alerts. Altogether, ActivePipe wanted a single solution that could provide visibility, vulnerability protection, and compliance. During their search, Messig recalls, "A lot of other vendors had one or two things they did: vulnerability scanning or some other part of the security posture. But Lacework had multiple capabilities covered in one platform."



## Solution

Once they assessed a number of security solutions and decided to trial Lacework, ActivePipe began the deployment process. “We got one of our team members on a call with the Lacework crew, and we were up and running that day,” says Messig. “It was literally within a couple of hours that we had our infrastructure reporting live metrics back to Lacework. It worked with the whole stack out of the box, so we just turned on CloudTrail and AWS and it pumped the logs into Lacework, which gave us visibility across the whole account. The deployment was very, very seamless.”

During their trial, Messig’s team saw how Lacework could help with a number of their wishlist items. For compliance, says Messig, “the Lacework platform gives you the ability to see what your posture is at a bird’s eye view. That really caught my attention.” In addition, Messig liked how Lacework alerted his team to suspicious behavior. “A lot of tools will be able to let you trace something that happened, but Lacework is really good in that it can alert you when something is happening, as opposed to a week later when the weekly report comes out,” he says.

In all, the trial period proved that Lacework was the right product to help ActivePipe’s small engineering team secure their environment. “Being able to implement Lacework means we’re able to get that security coverage early on without having to build out an entire security team,” says Messig. “What really attracted us to Lacework was the ability to rely on professionals to manage those services for us. Lacework was a no-brainer.”

## Results

### Efficient automation

Since deploying Lacework, ActivePipe has saved a significant amount of time when it comes to addressing security issues. Messig and two senior engineers on the platform team have access to Lacework, and they have been able to mitigate problems without a dedicated security team. “Lacework fits in perfectly for companies that care about security, but aren’t big enough to have a whole team,” Messig says. “We get a lot of value for not much cost. It’s definitely worth it.”

Through the automation features that Lacework offers, the engineering team at ActivePipe can now work with greater safety and efficiency. The team gets around four or five alerts on a daily basis, rolled up into an email. “Lacework has given us peace of mind,” says Messig. “I used to log into AWS every day and check various things, but now I know that Lacework is doing that for me. Seeing the Lacework findings in daily emails is perfect.”

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### Using visibility to troubleshoot

Lacework has also helped ActivePipe address issues beyond security. Messig recalls a time when a customer said that ActivePipe was scraping their website. “We were able to go into Lacework and look into it, see the hosts we were connecting to, and trace back all the connections that we were making to them,” says Messig. It turned out that an endpoint on the customer’s side was down, so the system kept retrying. “It wasn’t actually a security issue at all,” Messig says, “but Lacework helped us figure out what the problem was so we could quickly mitigate it.” With the visibility that Lacework provides, ActivePipe is able to see across their environment and quickly respond to any customer questions or concerns that arise.

### Managing vulnerabilities

ActivePipe has also been using Lacework to shore up their vulnerability management. “We can see at a glance what the really important patches that we have to roll out are,” says Messig. When his team has time to look into patching their outdated packages, they turn to Lacework. “We can log into Lacework and see which ones are most crucial to fix, which ones are being used in production, and where we should start,” Messig says. This information lets his team prioritize tasks and work more efficiently.

Vulnerability management is just one of many advantages that Lacework has helped ActivePipe achieve. Looking ahead, Messig anticipates that Lacework will be helpful for upcoming funding rounds. “Demonstrating that we have vulnerability scanning and intrusion detection is something that a lot of due diligence processes need,” he says. “We don’t have to put together a whole bunch of different platforms. We just use Lacework, and it covers so many areas.” In addition to using Lacework to help secure funding, Messig says, “Lacework has been rolling out features all the time. We’re excited to see how Lacework evolves and what we can use it for in the future.”

### Schedule a demo today



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