

CMB

The Challenge

Chadwick Martin Bailey (CMB), a leading market research and strategy firm, was relying on an “IT approach” to information security. While this reactive approach worked in the past, clients demanded more comprehensive information security capabilities. CMB needed to formalize an information security program to address the requirements of its clients. ISO 27001 was selected as the ISMS (Information Security Management System) to meet stricter client information security requirements and move CMB to a proactive and vigilant information security posture.

What We Did

The professional service practice at Ezentria:

- Developed and led workshops to train executives in information risk assessment and treatment of CMB and client information assets
- Developed policies and procedures to provide governance over the people, processes, and technology at CMB to adequately and effectively operate and measure the ISMS
- Guided CMB through the operation of the newly established ISMS
- Guided and advocated for CMB during the Stage I and Stage II audits leading to a successful ISO 27001:2013 certification

How It's Used

Today, the ISO 27001 certification forms the foundation for CMB's information security strategy. The people, processes and technology of CMB are better prepared to meet the ever-changing information security threats and client requirements. Client information security risk assessments are now handled with confidence. In an ongoing basis, CMB has leveraged Ezentria's virtual CISO service to keep the ISMS operating and to be an extension of the CMB team to handle information security issues at a fraction of the cost of hiring a CISO.

About Chadwick Martin Bailey

CMB is an AMA Gold Top 50 market research and strategy firm partnering with a select group of the world's leading brands to deliver critical insights for confident, strategic decision-making. CMB collaborates on game-changing initiatives including brand health & positioning, customer journey & loyalty, market strategy, and growth & innovation.

About Ezentria

Ezentria helps organizations manage information related risk by building trust in the processes, systems, partners, people, and applications that process critical organizational information. We build this trust by:

- Offering a focused group of highly inter-related and complementary service offerings that can be leveraged independently, but also work together synergistically to provide a more comprehensive and scalable level of assurance
- Intelligently leveraging technology and statistical analysis to maximize the value of our service offerings while controlling cost
- Utilizing an adaptive framework that allows us to adjust our methodology and the extent and rigor of our activities to precisely achieve each client's objectives
- Emphasizing a collaborative “win-win”/knowledge transfer centric approach in our engagements



“Information security has always been a top priority for CMB,” notes COO, Morgan Brady. “With this certification, our clients and partners can be assured that our standards for protecting the integrity and security of data are world class. Ezentria is a great partner helping us orchestrate this effort”
-Morgan Brady, EVP, COO & CFO, Chadwick Martin Bailey