

# Cyber Security Innovators: Gamma

Service Providers #4

Attack Surface Management

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The content of this 'Cyber Security Innovators' paper was approved and signed-off by Amy Lemberger, Group Risk and Governance Director, Gamma; Jamie Cowper, VP Marketing, Noetic Cyber; and Patrick Donegan, Founder & Principal Analyst, HardenStance.

## Executive Summary

- Having acquired several companies shortly before the Coronavirus pandemic, Gamma faces a cyber security challenge that's familiar to many companies in fast moving sectors of industry – gaining visibility into all of its diverse assets.
- Gamma has chosen Noetic Cyber to provide that visibility as part of a comprehensive new cyber security strategy being overlaid across all its businesses.
- The universality as well as the versatility of its API connectors for deriving data from a variety of assets besides compute assets was key to Gamma choosing Noetic.

## Acquire, Acquire, Acquire – then the Pandemic Hit

When Gamma, a UK-based provider of Unified Communications as a Service (UCaaS), set about acquiring other UCaaS providers in neighbouring European countries in 2019, it will have had some idea of the challenges this would create. As shown in **Figure 1**, Gamma duly acquired businesses in Spain, Germany and the Benelux region. Like any other firm seeking to expand rapidly through M&A, Gamma expected to run up against integration challenges across the enormously diverse IT assets and practices of its acquisitions. The company also expected that cybersecurity challenges would feature prominently.

*Gamma has alighted on a new cyber security strategy to protect the company's assets for the next phase of organically led growth.*

No more than most other companies, however, in 2019 Gamma won't have anticipated the scale of the disruption to its supply chain, employee working habits and customer demand that the coronavirus pandemic was about to inflict on its business – nor the further ratcheting up in cyber risk that it would cause. As Gamma's businesses have begun emerging from the pandemic in their local markets during 2022, the company has undertaken a review of cyber security across the group and alighted on a new overlay strategy to protect the organization for the next phase of organically led growth.

### A Three-Pronged Overlay Strategy

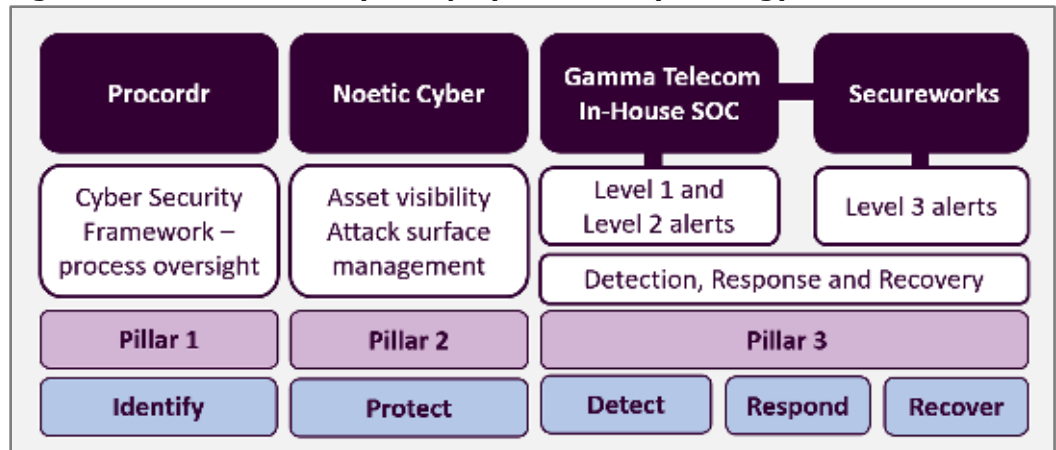
Today, Gamma employs a total of 1,650 people. Each of the acquisitions depicted in **Figure 1** comprised no more than 150 employees. Each acquired company's own mix of telecom and IT assets was unique. Their approaches to cyber security were all unique, albeit they all needed maturing. Having to reconcile conflicting realities – increasing cyber threats, increasingly stringent cyber security regulation of the telecom sector (such as the UK's new Telecom Security Act) but nevertheless real-world budget limitations – Gamma arrived at a new group cyber security strategy earlier this year.

**Figure 1: The Gamma Group of Companies**



Source: Gamma

**Figure 2: Gamma’s Overlay Group Cyber Security Strategy**



Source: HardenStance/Gamma

*Noetic enables Gamma to use the API connectors to fetch and correlate data across its various environments as a way of assessing the efficacy of the defensive assets it already has.*

As depicted in **Figure 1** the three pillars of the new group cyber security strategy and their supporting vendor partners are:

1. A group level cyber security framework and process oversight, leveraging Procordr, a UK-based start-up.
2. Asset visibility as an early adopter customer of attack surface management startup, Noetic Cyber.
3. An in-house Security Operations Centre (SOC) for Level 1 and Level 2 detection and response, while outsourcing Level 3 work to Secureworks.

The second pillar, enabled by Noetic Cyber, drives visibility across Gamma’s group assets across its’ many diverse affiliates. As described in a July 2021 HardenStance "Cyber Startup Briefing" (see 'More Information'), Noetic Cyber’s cloud-delivered platform is a generic entity ingestion and correlation engine driven by an extensible type schema that is targeted at cybersecurity use cases. As well as ingesting data from compute assets, Noetic uses a portfolio of customizable API connectors to plug into a wide variety of other 'assets' such as users, devices, networks and datasets. These conduct continuous monitoring of assets and asset relationships against a desired state prescribed by the organization. Actions are then triggered to align the environment with that desired state.

Gamma looked at a number of companies in market spaces like continuous controls monitoring, cyber asset management and attack surface management before alighting on Noetic for the extensive visibility it was looking for. Specifically, Noetic enables Gamma to use the API connectors to fetch and correlate data across its various environments as a way of assessing the efficacy of the defensive assets it already has. One prominent example is understanding the proportion of endpoints that endpoint protection agents are actually deployed on. This provides a basis for optimizing value for money across different contracts with endpoint security vendors.

### **The three factors that drove the selection of Noetic**

The three primary factors that drove Gamma to choose Noetic were access to the company’s engineering team as part of their involvement in Noetic’s 'Innovation Partner' programme; familiarity with the company’s founders (Noetic’s founders founded Resilient Systems Inc, the first mover in the Security Orchestration and Response or SOAR market which was acquired by IBM in 2016); and the solution’s modularity once the Gamma team has learnt how to build and use connectors across its environment.

Noetic is already deployed throughout two of Gamma’s affiliates, with deployment in all the others targeted by the end of this year. As far as possible the intent is to deploy Noetic in every one of Gamma’s domains across all affiliates, with one or two possible

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exceptions. Discussions are ongoing with a regulator in one market with respect to viewing traffic from the affiliate's IP core in the Noetic cloud in a way that complies with the local telecom regulations. In another affiliate, the way the environment is set-up prohibits Noetic being used in one or two domains because it would risk Gamma and Noetic being able to access private customer data.

### **Viewing assets as data rather than tools**

As Noetic goes through new releases of its graphical query builder, Gamma is confident that the data will become easily accessible to users just by viewing a training video. Besides the cyber security team, other technology and IT teams within Gamma have already started taking interest in the value Noetic can generate. Because Noetic views assets in data terms rather than from the perspective of specific tools, it's not entirely dependent on API calls. Hence, some Gamma teams see potential use cases based on flat files like spreadsheets. For example, they're looking at uploading release cycles for a given product to get a view of the prospective obsolescence timeline. ■

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## **More Information**

- HardenStance Cyber Startup Briefing: "[Noetic Cyber](#)" (July 2021)

### **About Gamma**

Gamma is a leading provider of Unified Communications as a Service (UCaaS) into the UK, Dutch, Spanish and German business markets, supplying communication solutions via our extensive network of trusted channel partners and also directly.

The combination of network investment, a digital-first approach and in-house development skills has enabled Gamma to develop a comprehensive portfolio of communications services with a significant amount of intellectual property, which has given us a heritage of disrupting the market with innovative and market-leading cloud-based services such as SIP Trunking and Hosted PBX in the UK.

Gamma is an AIM listed company in the UK and has consistently enjoyed revenue and EBITDA growth. The business operates in the UK, Netherlands, Spain and Germany and looks to further expand its European presence.

### **About Noetic Cyber**

Noetic provides a proactive approach to cyber asset and controls management, empowering security teams to see, understand, fix and improve their security posture and enterprise ecosystem. Our goal is to improve security tools and control efficacy by breaking down existing siloes and improving the entire security ecosystem. Founded in 2019, Noetic is based in Boston and London. For more information, visit [www.noeticcyber.com](http://www.noeticcyber.com), or follow us on [LinkedIn](#) or [Twitter](#).

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