



## Case Study

### DealTrak

DealTrak bolsters compliance foundations with Agenci, part of the Cyberfort Group

#### Customer profile

**Industry:**  
Automotive

**Location:**  
Leeds, UK

**Web:**  
dealtrak.co.uk

#### Solutions provided

- Full ISO 27001 certification
- Comprehensive assessment of people, premises, processes, systems and suppliers
- Ongoing auditory and compliance support
- Virtual Data Protection Officer

#### Business results

- Enhanced knowledge around information security standards and compliance requirements
- Evidence of watertight data protection to customers and prospects
- Foundations to support full GDPR compliance

#### Customer background

DealTrak – previously known as Frontline Solutions – is a leading platform that facilitates finance and insurance (F&I) transactions in the UK automotive industry. The company links motor dealers, online automotive retailers and finance brokers to over 200 finance, insurance, data and other value-added product and service providers, allowing them to offer motor F&I products to car buyers compliantly and efficiently.

#### The challenge

Holding the personal and confidential records of over five million UK residents and working with large, heavily-regulated financial institutions, DealTrak wanted to conduct a thorough review of the way it handled and managed this data, and evidence to customers that it was taking information security as seriously as possible.

DealTrak has always closely reviewed the way in which it manages data, but had an ambition to achieve ISO 27001 certification as a benchmark of its compliance with recognised information security standards.

After exploring several options around certification, DealTrak began a tender process to find a partner that would look beyond the conventional one-size fits-all, box-ticking approach.

DealTrak wanted to work with a partner that could really get under the skin of the business, understand its needs and priorities, and work with its extensive supplier register to ensure their data protection policies were closely aligned with DealTrak's.

## The solution

Agenci, part of the Cyberfort Group, worked to gain a deep understanding of Dealtrak and carried out a comprehensive assessment of its people, premises, processes, systems and suppliers to identify the business's data protection priority areas. We then provided clear guidance to DealTrak on how it could continue strengthening its data security, and practical steps to help the business achieve ISO 27001 certification.

Following this initial success, we helped DealTrak find and appoint a new compliance manager as it prepared for the implementation of GDPR. Agenci, part of the Cyberfort Group worked closely with the new manager, advising them on the implications of the regulation and what would need to be in place to achieve compliance. We also helped the manager to ask the right information security questions of DealTrak's supplier network, ensuring continuous compliance across the board.

By referencing its ISO 27001 accreditation, DealTrak is now able to strengthen its relationships with new and existing customers and enter into conversations around GDPR with the confidence that it is adhering to a respected level of data protection.

As part of its ongoing relationship, we also provides DealTrak with a Virtual Data Protection Officer, acting as an external auditor and continuously assessing its compliance with GDPR and providing feedback on how its data security can be bolstered as the security landscape evolves.

## Their verdict

"At every stage of our relationship, the team at Agenci, part of the Cyberfort Group, brought a pragmatic approach to help us achieve the highest levels of data security. Their passion for information security and level of understanding is exceptional, and this was palpable throughout this process.

The time the team took to get to know us as a business – and their ongoing support – is one of the reasons we continue to work with them. We are committed to remaining ahead of the curve with our approach to information security, in the face of evolving threats and regulatory requirements.

With Agenci, part of the Cyberfort Group, we know we will be ready to adapt to any new regulations and laws around data protection with confidence. They've given us the knowledge to ensure every partner we work with is also taking data security and compliance as seriously as we do. They are more than just a partner – they are a critical friend, as well as an external auditor that always has our security interests at heart."

- Steve Lees, Operations Director at DealTrak

## Cyberfort Group

The Cyberfort Group offers a matrix of global Cyber advisory, detection and defensive security solutions, providing the assurance integral to your business growth.



### ADVISE

Providing practical advice and pragmatic solutions to cyber security



### DETECT

Helping you understand and improve your security position



### DEFEND

Ensuring your data is always secure and available