

## Digital Risk Experts' Security & Data Protection Solution for a Growing Global Specialist Tour Operator

**Sports Travel Group (STG) provides world-class, specialist tour operation services, event creation and management, and consultancy to a loyal and growing customer base of individuals and businesses who are located around the globe.**

“In preparation for a high growth phase for the business, it was important that we laid the foundations of best practice firmly, rather than attempt to retrofit into what will be a significantly larger organisation 12 months from now.”

➤ **Euan Gillon, STG CEO**

### **The Problem**

STG takes security very seriously. Euan Gillon, STG's CEO, and his team believe that their customers' trust is its most valuable asset and will go above and beyond to earn and keep it. This commitment includes delivering on the experiences promised and, safely managing data-related risks such as customers' privacy, cyber security, IT resilience, and global regulatory compliance. This commitment provides a competitive advantage.

Euan Gillon set the twin challenges of reviewing STG's management of data-related risk and designing a high-performing, best-practice solution which could scale with the planned growth of the business.

### **Why DRE?**

Designing solutions to complex problems is a core capability of Lisa Burton and the team at Digital Risk Experts (DRE). Lisa has long recognised that the greater the challenge, and the higher performance sought, the more interactions between multiple parts of a problem must be considered. DRE has deep experience in identifying and carefully considering the interactions of the multiple parts of a problem, for example, many jurisdictions, different customer needs, IT systems and varying practices. Lisa and her team seek to minimise complexity and always consider cost and with those key considerations, they designed a solution that gave STG a tight configuration of capability and actions to meet STG's requirements.

### **The Solution**

Like any great design solution, it started with identifying the problem. As a first step, DRE performed a timely **Efficiency Compliance and Security Assessment**. This used a combination of diagnostic software and input from industry-leading experts. It revealed the risks and weaknesses in STG's main software infrastructure, most of which are commonly found and provide opportunities for failure or hackers. DRE were able to rapidly home in on and design a solution to rectify those potential areas of exposure and achieved a fully operationalised, compliant IT, cyber and data risk management system across all jurisdictions with significantly upgraded data protection and compliance scores. The designed solution uses few resources, and the coherence of actions and software means it can easily scale to match STG's operations and business growth.



“By going beyond the basic requirements, we can create a culture that best protects our customers, staff, and suppliers. DRE’s expertise allows us to make that objective a reality. “

### **Maintaining the Successful Outcome**

Another of DRE’s recommendations to STG to help it deal with the ever-increasing data being produced by its operations and employees was to implement an active **Data Protection Board**. This group of employees will, working alongside DRE as a strategic partner, allow STG to demonstrate high levels of continued IT, Cyber and Data Protection governance to its customers and any third-party authorities.

This total solution will effectively manage the risk of data breaches, and cyber-attack and enable STG to demonstrate its compliance with privacy laws and regulations across its operating jurisdictions.

### **A word from STG**

Euan says: *“In preparation for a high growth phase for the business, it was important that we laid the foundations of best practice firmly, rather than attempt to retrofit into what will be a significantly larger organisation 12 months from now. Compliance is a minimum standard but by going beyond the basic requirements, we can create a culture that best protects our customers, staff, and suppliers. DRE’s expertise allows us to make that objective a reality. “*

Contact any member of the DRE team to learn more about what the team did, how and what was implemented in detail, and if you think your business might need an initial assessment to gauge what potential risks and exposure you may be open to, please e-mail or call:

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