

## CASE STUDY

# TargetBoard slashes compliance time from days to minutes

## Background

TargetBoard is a data analytics company that replaces traditional data teams and infrastructure, delivering fully customized KPIs across sales, marketing, HR, and customer support from day one. Their customers primarily include growth-stage companies, ranging from early to late growth stages, and small enterprises. Handling highly sensitive customer data is a core aspect of their operations, making security and compliance a top priority.

Lior Gerson, the CEO, and acting CISO of TargetBoard, is also the primary user of Wing Security. As both a leader and an active participant in the company's security processes, Lior had a clear understanding of the operational and strategic requirements for a robust SaaS security solution.

## Challenges

Inefficient vendor management

Limited security monitoring

Manual compliance audits

Lack of SaaS visibility and Shadow IT risks

For TargetBoard, the need for a SaaS Security Posture Management (SSPM) solution stemmed from their responsibility to safeguard customer data. Operating in an industry where trust is paramount, the company had to demonstrate the ability to protect customer data both through technical measures and compliance certifications such as SOC 2.

However, achieving these standards manually proved to be a time-consuming and resource-intensive process, especially in the context of vendor management and SaaS application visibility.

The driving force behind implementing a security solution wasn't just compliance—it was business growth. TargetBoard needed to ensure customer confidence in their security posture to close more deals. While they had existing security tools, such as JumpCloud, a SIEM solution, WAF, and various cloud security tools, none of these tools provided the visibility or vendor management capabilities required to efficiently meet compliance standards or monitor SaaS environments effectively.

## Evaluating Solutions

For TargetBoard, the most critical requirements in selecting a solution were comprehensive coverage, ease of use, and clear visibility into their SaaS environment. They wanted a tool that could identify every vendor in their ecosystem, track permissions, and provide actionable insights without requiring heavy manual effort. One of the standout aspects of Wing Security was the clarity in its offering—it delivered a straightforward solution without ambiguity about what it could and couldn't do.

Beyond its capabilities, the ease of use played a significant role in the selection process. For a lean and dynamic team like TargetBoard, products that required extensive setup or ongoing maintenance were simply not an option. Wing's intuitive interface and ability to deliver insights without requiring constant management aligned perfectly with TargetBoard's operational approach.

### Features and capabilities that were “must haves”

- Full coverage without blind spots
- A clear scope of capabilities
- Ease of use and straightforward setup
- Relevance to their dynamic and fast-paced operations



## The main reasons Targetboard selected Wing Security

- Ease of use and intuitive product design
- Comprehensive coverage without ambiguity
- The ability to track, identify, and manage SaaS vendors effectively

## Onboarding & Implementation

The implementation process of Wing Security at TargetBoard was remarkably straightforward. Lior described the onboarding experience as “click-click,” emphasizing how quickly the team could get up and running with the product. For a resource-strapped company where every minute spent on technical overhead counts, the simplicity and speed of deployment were invaluable.

Today, TargetBoard uses Wing Security to identify new SaaS apps that are onboarded to their organization, monitor user access and permissions, and ensure compliance with internal security policies. The solution acts as an ongoing safety net, helping the team maintain visibility over their SaaS environment while streamlining compliance efforts.

### TargetBoard's **Key Objectives** for Implementing a SaaS Security Solution



Streamlining SOC 2 compliance evidence collection

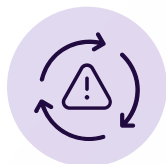


Improving vendor management efficiency



Reducing time spent on manual tracking and audits

## How TargetBoard **Achieves Its Goals** with Wing Security



Identifying new SaaS systems added to the organization



Monitoring who uses these systems and what permissions they have



Collecting evidence for SOC 2 compliance audits



Ensuring new SaaS applications comply with security policies

## Results & Impact

Implementing Wing Security delivered clear and measurable results for TargetBoard.

### **Compliance Audit-Readiness Made Easy**

Wing Security reduced the time required for SOC 2 evidence collection from 2 days to just 15 minutes. This drastic efficiency freed the executive team to focus on high-priority business objectives instead of repetitive compliance tasks.

### **Improved visibility and control over SaaS vendors**

TargetBoard gained clear insights into every SaaS app in use, who had access, and what permissions were granted. This eliminated blind spots and ensured that only authorized personnel accessed critical systems.

## Shadow IT – No more in the shadows

In a fast-moving environment where employees often sign up for new software without formal approvals (unsanctioned applications) Wing's proactive alerts identified newly added SaaS apps and tracked app connectivity, helping TargetBoard stay ahead of shadow IT.

## Time and Resource Efficiency

The platform's **intuitive design and ease of use** also played a key role in its success at TargetBoard. By streamlining processes, Wing freed up valuable executive time and reduced operational overhead.

## Peace of Mind

Perhaps most importantly, Wing Security provided **peace of mind**. Knowing that their SaaS environment was being continuously monitored and that compliance requirements were being met, gave TargetBoard the confidence to focus on growth without worrying about unseen security risks.



"I would recommend Wing Security for its ease of use, comprehensive vendor tracking, and the value it brings to managing SaaS security efficiently. The ability to quickly export evidence during audits is a game-changer for companies like ours.."

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**Lior Gerson**

CEO & CISO, TargetBoard

