



Consensus Consulting provides effective business focused solutions that unlock the potential of your IT investment in support of new business initiatives

ClarityBlue provides unique solutions for large businesses that operate in highly competitive markets where personal marketing techniques can make the difference between success and failure

Consensus lays the basis for secure systems using Foundation SecuritySM services for ClarityBlue and FoundationSM Interim Linux/Unix Support Services

Background

ClarityBlue provides unique solutions for large businesses that operate in highly competitive markets where personal marketing techniques can make the difference between success and failure delivering and managing Integrated Personal Marketing capabilities for some of the UK's largest consumer brands. By consolidating complex internal and external data sources ClarityBlue creates a single Decision Engine platform containing a rich picture of customer - and prospective customer - behaviour, helping their clients use this strategic asset to plan and execute marketing activity that delivers superior return on investment.

It is therefore paramount that they demonstrate a high degree of security and governance for the data that they host on behalf of their clients and as such need to show both auditors and clients that the data is safe and can not be accessed by unauthorised personnel.

Consensus Consulting Limited were asked to provide external penetration and security assessment services to show adherence to corporate governance processes as well as providing documented security procedures which cover all aspects of data access, systems access and server hardening.

In addition Consensus Consulting Limited has assisted ClarityBlue with interim infrastructure services for their Linux and Unix infrastructure.

Solution

Consensus Consulting has been engaged by ClarityBlue since early 2004 undertaking several detailed reviews of their Infrastructure and Operations. These services have been delivered under a flexible interim services contract, part of the FoundationSM range of Infrastructure Services.

During 2005 ClarityBlue required detailed Linux Build and Business Continuity Support services on a flexible resourcing basis to augment their internal staff. Consensus Consulting Limited provided a customised version of its FoundationSM Flexible Resourcing Services which provided the right skills to complete complex tasks at short notice. This assisted ClarityBlue meet peaks in operational and technical skills, particularly during the relocation of their headquarters in early 2005, helping them to maintain a consistent organisation whilst longer term resourcing plans were unaffected.

In addition and using Consensus Consulting Limited's FoundationSM SecurITy range of services, Consensus Consulting Limited undertook firstly a review and documentation of security policies to align with the audit and governance requirements of the organisation and then detailed and thorough work in the area of penetration and network security assessment and server hardening.

This work has been both onsite and offsite to ensure that the security policies prevalent within ClarityBlue maintain the robustness of all aspects of system, user and network access and is documented to allow auditors to ensure that customer's data is secure.

Peter Quintana, Partner responsible for Applications Systems and Provisioning at ClarityBlue commented, "We need specialist third party support in the area of security to ensure we stay up with the game. I have been impressed with the depth and breadth of knowledge Consensus Consulting brings".

Davinder Mann, Chief Technology Officer who has led the work commented, "We have provided a number of detailed audits which have systematically addressed the ongoing nature of the needs for ClarityBlue to provide their clients with the confidence that their most prized of assets, their data, is secure and is being operated under the most stringent of processes and underlines the serious and professional manner in which ClarityBlue undertake their daily business".



"We are the Catalysts for Positive Change."

Focused at the board level, our industry expertise allows companies to realise the potential of information in their organisations. Consultants working with key executives carry out evaluations that will directly affect the way in which you deliver new or improved products to your customers whilst maintaining control over costs. Recommendations span from strategy to architecture and design. Consensus can also manage any programme and project requirements arising from the recommendations and resource technical implementations.

What makes us different from other consultancies is that we do not only talk and advise - we actually provide project management and people that deliver the solution. We have an impressive track record of the successful delivery of solutions to complex technical problems. We commit to long-term relationships with our customers.

Consensus Consulting offerings Consensus InsightSM, Consensus CatalystSM and Consensus FoundationSM Services are aimed at providing solutions that ensure technical implementations fully support a client's business strategy.

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