

CASE STUDY

SILVERBIRCH HOTELS & RESORTS



SILVERBIRCH

Hotels & Resorts

THE CHALLENGE

SilverBirch, a hotel and asset management company, operates a portfolio of several hotels across Canada under the Marriott and Hilton brands. The company has a small, multidisciplinary team, one of whose members has several years of experience in cybersecurity.

However, monitoring and proactively managing threats placed a heavy burden on internal resources, making it difficult to adopt an effective cybersecurity approach.

THE SOLUTION

After evaluating several vendors, SilverBirch chose GoSecure for its expertise and ability to provide comprehensive protection. The company has adopted several GoSecure services, including MXDR, VMaaS (analysis only), NDR, SIEM, QSA - PCI and IDR. The deployment was carried out with the support of GoSecure experts, who adjusted the implementation according to SilverBirch's specific needs.

TAILOR-MADE CYBERSECURE PROTECTION: HOW GOSECURE STRENGTHENED SILVERBIRCH'S SECURITY

When SilverBirch set out to improve its cybersecurity posture, the company quickly realized that its internal resources were insufficient to manage the complexity of modern threats. With a lean IT team and a network distributed across multiple hotels in Canada, SilverBirch needed to find a partner capable of providing proactive monitoring and effective threat management without burdening its internal operations.

The company knew that cybersecurity was becoming a major concern in the hospitality industry, where cybercriminals were targeting reservation systems, guest databases and network infrastructure. The challenge was therefore twofold: protecting sensitive customer data and ensuring uninterrupted business continuity. However, SilverBirch wanted to not only respond to incidents, but also take a preventative approach to anticipate threats and strengthen its digital resilience.

After a thorough evaluation phase, SilverBirch selected GoSecure from several potential vendors. This choice was motivated by GoSecure's ability to offer an integrated cybersecurity solution adapted to the company's specific needs. By implementing MXDR, VMaaS (analysis only), NDR, SIEM, QSA - PCI and IDR services, SilverBirch was able to strengthen threat detection, effectively filter false positives and gain complete visibility into its IT infrastructure.

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GoSecure is a recognized cybersecurity leader and innovator, pioneering the integration of endpoint, network, and email threat detection into a single Managed Extended Detection and Response (MXDR) service. The GoSecure Titan® platform delivers predictive multi-vector detection, prevention, and response to counter modern cyber threats. GoSecure Titan® MXDR delivers rapid response and active mitigation services that directly touch the customers' network and endpoints. For over 20 years, GoSecure has been helping customers better understand their security gaps and improve their organizational risk and security maturity through MXDR and Professional Services solutions delivered by one of the most trusted and skilled teams in the industry. To learn more, please visit:

www.gosecure.ai

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“GoSecure helps us avoid cyber fatigue and gives us 360° visibility into what’s happening in our network, servers, etc.”

Benoît Gagnon
Manager, Cybersecurity and Hotel Systems

WHY GOSECURE?

SilverBirch selected GoSecure for several key reasons:

- Recognized expertise in cybersecurity, with a team of experts covering all aspects of IT security.
- A proactive approach that effectively filters out false positives and focuses on real threats.
- Tailor-made support, with ongoing human support and ongoing optimization of security processes.

Very quickly, the company saw a tangible improvement in security incident management, with a reduction in interruptions due to cyberattacks and better management of critical alerts.

One of the main benefits SilverBirch has seen has been a significant reduction in the workload associated with managing cybersecurity. With GoSecure's continuous monitoring and expertise, SilverBirch's IT team was able to focus on strategic initiatives rather than day-to-day threat management. Reducing false positives and improving incident responsiveness have enabled the company to strengthen its resilience against attacks.

Today, SilverBirch benefits from proactive cybersecurity that adapts to the constantly changing threat environment. The company feels better protected and more confident in its ability to ensure the security of its systems and customer data. The collaboration with GoSecure demonstrated the importance of a trusted cybersecurity partner to ensure effective and scalable long-term protection.

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