

• CASE STUDY •

HOW GOLDSKY HELPS **360 ADVANCED** EXTEND THE SERVICES — AND SUPPORT — THEY OFFER THEIR CLIENTS THROUGH A **STRATEGIC** AND **VALUES-ALIGNED** REFERRAL RELATIONSHIP



"GoldSky is responsive, responsible, and strives to deliver over and above what their obligations are. I am very confident and comfortable recommending them to clients, and I've heard only compliments from our mutual relationships."

ERIC RATCLIFFE

DIRECTOR OF COMPLIANCE STRATEGY
360ADVANCED.COM

When 360 Advanced connected with GoldSky Security in 2016 at an open house where it became clear both companies could complement each other by offering a broad range of support to their clients.

As an independent audit firm that specializes in cybersecurity and compliance assessments, 360 Advanced helps companies of all sizes and in many different industries.

360 Advanced's larger clients tend to have in-house technologists who complete the necessary readiness work before their compliance audits take place — while many of their small to midsize clients don't have the necessary resources to perform such tasks.

Regardless of size, each company seeks to achieve compliance in line with the frameworks set forth by their industry and business associates.

360 Advanced's relationship with GoldSky gives them the ability to present a qualified solution for a compliance readiness provider that can help their small and midsize clients thoroughly prepare for their audits and have a successful experience.

"When I get clients who may be immature in their readiness, GoldSky is one of the top resources I provide," said



Eric Ratcliffe, Director of Compliance Strategy for 360 Advanced.

"As an independent audit firm, we don't write policies and procedures, provide CSOaaS services, or any of the other compliance advisory features in which GoldSky excels. That's why I love being able to introduce clients to GoldSky, because I know GoldSky will help them prepare and put the proper items in place for their audit."

Ratcliffe said he especially appreciates GoldSky's passion for educating small and midsize businesses on the importance of strong cybersecurity, and their ability to develop an approach that works specifically for their needs.

"You can't treat all clients the same," Ratcliffe said. "We have to understand each client's environment. A 15-employee environment is going to have different ways of doing things than a 15,000-employee environment.

"GoldSky is talented at being able to scale expectations, policies, procedures, and operations to the SMB market. Many people who do these audits come from the enterprise world where the policies and procedures are 12 inches thick. You can't operate a small business that way. **GoldSky's understanding of the SMB market makes it easy for them to successfully prepare our SMB clients for their audits.**"

360 Advanced and GoldSky are aligned with similar values, which include their client-centric approach and the commitment to hiring highly skilled staff.

"Great companies are the result of hiring great people, and everyone at GoldSky comes from very solid backgrounds and has years of experience," Ratcliffe said.

"Plus, like us, they really care about the people and the businesses they help.

"Our motto is Making Better Businesses, and GoldSky is committed to doing the same."

Ratcliffe said it is shared values, the high-quality work, and the great feedback they get from their clients about GoldSky that make them a great associate.

"I have zero hesitation about passing on one of our clients to GoldSky," Ratcliffe said. "They've proven themselves and we have some very good success stories from our clients about the work they've done."

The readiness and security work that GoldSky performs for 360 Advanced's clients helps to ensure they'll have a successful audit experience when their compliance frameworks are assessed.

The relationship creates synergies between two teams of cybersecurity and compliance leaders who help clients maintain and optimize their security and privacy strategy over the long term.

"Our ongoing approach to cybersecurity and compliance is what sets us and GoldSky apart from other companies," Ratcliffe said. "There are many who are just trying to check a box and deliver a report, but we go much deeper.





“Even though an audit may only take 12 weeks out of a year, we have four annual touchpoints with our clients and an open-door policy because regulations and demands are constantly changing. **Like GoldSky, we want to help our clients stay on top of those changes, continually mitigate risk, and help the organizations we work with improve year after year.**”

Ratcliffe noted the relationship has not only increased 360 Advanced’s ability to better serve their clients, but it’s helped them grow their own business as well.

“Because we complement each other’s businesses so well and are in the same industry, GoldSky naturally understands what we do,” Ratcliffe said. “When they see opportunities for us or have prospects of their own, **the introduction is natural.**”

“I look at GoldSky as an extension of our sales team. They extend the services we do not offer our clients — and they also expand our opportunities for business growth, too.” *

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GOLDSKY AND
HOW A TRUSTED
RELATIONSHIP
CAN HELP YOUR
BUSINESS
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