

Company at a Glance

OSL Retail Services

oslrs.com

OSL Retail Services is a leading North American retail services agency operating across the U.S. and Canada. Partnering with major brands, big-box retailers, the U.S. military, and direct-to-consumer businesses, OSL delivers custom omni-channel sales solutions that integrate advanced technology, data analytics, and field expertise. With a focus on retail operations, customer acquisition, and scalable in-store programs, OSL helps clients solve complex challenges, deepen customer engagement, and drive sustained growth.


Challenges

- Fragmented security tools that obscured real-time visibility.
- A lean team structure that required additional specialized expertise to enhance the environment's security.
- Opportunity to strengthen identity-based security measures to support a highly mobile workforce.

Results

- Broad visibility into the whole environment, allowing for better detections, alert management, and identification of proactive initiatives.
- 24x7 monitoring of the environment from Arctic Wolf® Managed Detection and Response, alongside regular meetings with Arctic Wolf Concierge Security® Team (CST).
- Continually hardened attack surface, including implementation of new identity security measures completed with the guidance of the Arctic Wolf CST.

Arctic Wolf® Helps Leading Retail Services Firm Efficiently Mature Their Security Posture

 “A deeper understanding of our environment and user behavior has been one of the greatest benefits of working with Arctic Wolf.”

— Ijaaz Ullah, VP of Information Technology, OSL Retail Services

As a trusted international leader in retail services, OSL Retail Services is accountable for ensuring operational excellence and security not only within its organization but also across its network of partners, including major consumer brands, big-box retailers, and direct-to-consumer businesses throughout North America. However, as Ijaaz Ullah, the organization's VP of Information Technology, described, this organization's environment is challenging due to a highly mobile workforce and, before working with Arctic Wolf, an IT environment that was still emerging, relying on tools that the organization's small team struggled to manage and extract value from.

When the VP started at OSL, he recognized the opportunity to upgrade their security quickly. He understood that building an internal security operations center (SOC) would take too much time to implement and was beyond their operating budget.

“The horizon was too far,” Ullah stated. “So, I started looking at services, consultants, and measures we could take to address issues quickly.”

Ullah began evaluating managed security options, including Arctic Wolf. Turning to Arctic Wolf Incident Response, OSL utilized Arctic Wolf's insurance-approved services to scope and secure their environment, ensuring they hadn't been compromised in an event that had affected others in their industry. “Arctic Wolf highlighted many issues that we wanted to improve,” Ullah said of the incident response process. “It justified some of the concerns I had — that there were ways to tighten our security posture.”

OSL now utilizes the full suite of Arctic Wolf security operations solutions, which has both reduced the organization's immediate risk and created conditions for their internal security. IT teams need to continually harden the attack surface.



“We have to make sure that we do our due diligence with security,” Ullah said of the decision to partner with Arctic Wolf. “We live in a world where we’re security focused because we need to protect our customers and our partners. They’ve trusted us with access to their systems and tools. And we need to take that seriously.”

Managed Detection and Response Enhances Visibility and Streamlines Alerts

Before working with Arctic Wolf, Ullah stated that OSL’s security architecture was comprised of fragmented tools, as teams would add technology on top of technology as problems arose. While this created a certain sense of security, the reality was that these tools “didn’t talk to each other,” resulting in obscured visibility, wasted time managing multiple solutions, and an onslaught of alerts that were difficult to decipher and act upon.

Arctic Wolf Managed Detection and Response (MDR) monitors across the entire environment, including endpoints, networks, identities, and cloud sources, providing broad visibility for the organization’s IT and security teams. Through the power of the Aurora™ Platform, alerting is customized to a given organization’s risk level, preferences, and other factors, minimizing the time spent dealing with false positives or unimportant alerts. This eliminates alert fatigue while enabling precise threat detection and response.

Having all their monitoring data and alerts available through one pane of glass, thanks to MDR’s easy-to-use interface, solved OSL’s visibility issues. Arctic Wolf’s 24x7 monitoring also addressed the organization’s staffing issue, creating peace of mind for Ullah, who now knows the environment has eyes-on-glass coverage around the clock.

“8 a.m. on a Sunday, that’s where we needed the coverage, and we can’t staff 24x7,” Ullah stated. “You think the hackers care that it’s the weekend?”

Arctic Wolf MDR also provides regular reporting around alerts, threat detections, and the overall environment, which has helped Ullah make his case to internal stakeholders that world-class security is worth the continued investment.

“The solution justified itself,” he stated. “We had the data to justify it. And it allowed us to build those business cases and go back to the program leaders, saying, ‘Hey, we need this.’ It’s great that now I’m able to show a huge amount of ROI.”

However, Arctic Wolf is more than its technology. To help OSL understand alerts, risk points, and further harden their environment, the organization’s security and IT teams have full access to the white-glove service of the Arctic Wolf Concierge Security Team (CST).

Human Expertise Helps Improve Security Posture

Building a strong foundation with the proper security solutions is one piece of the puzzle. Still, another key piece is hands-on security experts who understand alerts, unique security and business needs, and work proactively to harden the attack surface. Many organizations become caught in a cycle of reacting to threats, hindered by excessive alerts from fragmented tools. They are unable to take the proactive measures needed to reduce risk and secure their environment against future threats.

“It’s a ticking time bomb,” Ullah stated about possible threats. “If it’s going to happen, there’s nothing you can do about it. You just must be vigilant and reduce the attack surface.”

The Arctic Wolf Concierge Security Team helps this organization do precisely that – reduce its attack surface. The CST provides seasoned security expertise, which includes regularly scheduled meetings to go over the Arctic Wolf dashboard, recent alerts and threats, and offers attack surface hardening measures custom-tailored to the environment, current risk levels, and security goals.

For example, the CST collaborated with Ullah’s department to mitigate their human risk, a significant point of concern considering OSL’s vast and highly mobile workforce. The CST created a plan to implement multi-factor authentication (MFA) organization-wide, along with strong conditional access rules, as well as segment their network and VPN traffic to prevent initial access and subsequent lateral movement, thereby enhancing the organization’s identity security.



“The concierge team has been amazing,” Ullah stated. “We have limited expertise on our team, so they’ve been able to answer questions. It’s been a lot of “What should we do?” They’ve held our hands. We didn’t know how to translate alerts to cyber risks or how even to take what we’ve learned from them to build out a new strategy.”

While utilizing the core of Arctic Wolf – MDR combined with the CST – has helped OSL make significant strides in the short term, they’ve also been able to reduce long-term risk by investing in Arctic Wolf’s other solutions, including Arctic Wolf Managed Risk, Arctic Wolf Managed Security Awareness, and the Arctic Wolf Incident360 Retainer.

Arctic Wolf’s Comprehensive Solutions Heighten End-to-End Security

Because OSL’s IT and security departments had pressing security issues to solve when the VP took over, they are still in the early stages of harnessing the full capabilities of Arctic Wolf Managed Risk and Arctic Wolf Managed Security Awareness. The former helps define and contextualize attack surface coverage, prioritizing the most impactful risks first for effective risk reduction. At the same time, the latter provides regular, microlearning-based security awareness training to reduce human risk.

Ullah stated that, while the organization’s IT team is still learning the ropes of these two solutions, adding them on was a no-brainer.

“I don’t need 30 different products to do a million different things,” he said. “The more I can consolidate and loop in with our existing infrastructure that fits together well, the better it is for us.”

OSL also opted for the Arctic Wolf Incident360 Retainer, especially valuable after it witnessed the expertise and effectiveness of Arctic Wolf’s Incident Response team firsthand.

“With the first incident, it took us 12 hours to respond, which I was ecstatic that it only took 12 hours, but we can now reduce that,” Ullah stated that the three-hour guaranteed response time applies to customers with an Incident360 Retainer. “But not only that, now that we have MDR, we can detect the threat probably weeks before it becomes an incident.”

Working with Arctic Wolf, from day one through incident response to over a year later, has taken advantage of the full suite of technology and services provided, transforming how this organization thinks about and approaches cybersecurity.

“From a security point of view, we understand it now and understand our environment. We know where to put effort in and we know what we need to think about.”

– Ijaz Ullah, VP of Information Technology, OSL Retail Services

He stated that having Arctic Wolf 24x7 coverage has allowed the organization not only to create a more impactful and proactive security strategy but also to spend more time on their business and less time solving immediate security problems that may arise.

“Arctic Wolf helps us be a better partner to all the programs and leaders and field staff we work with,” he said. “To make work better, to make life better, and to do what we do best, which is sell.”

