CYERA

Driving Growth with Confidence: How Valvoline Retail Secures Data at Scale with Cyera

Valvoline Retail Services is racing to open two new locations every week on its way to 3,500 sites. To fuel that expansion, Corey Kaemming, Senior Director & CISO at Valvoline, needed hard evidence about where sensitive data lived, who touched it, and whether it was protected. Manual inventory, outdated knowledge and siloed tools couldn't keep pace.

🛰️ Business Challenges

Following a series of major transitions, including a divestiture from Ashland and a shift to a retail-only business, Valvoline Retail Services faced significant data governance and security hurdles. With 1,200+ locations and increasing volumes of consumer data, the company struggled with sprawling, unclassified data, unclear ownership, and manual, error-prone processes. Legacy SharePoint sites relied on tribal knowledge to identify ownership. Privacy requests required switching between six tools, and security audits were labor-intensive. Meanwhile, stale data and dormant identities, **over 11 million unused records and 1,600 outdated accounts**, created unnecessary costs and security exposure. All of this came as Valvoline ramped up store expansion and needed strong zero-trust and compliance postures.

🌙 Why Cyera?

Valvoline chose Cyera for its speed, simplicity, and actionable intelligence. Unlike traditional solutions requiring heavy infrastructure, Cyera's SaaS-based platform was plug-and-play, scanning the environment within minutes of setup. It provided 98% coverage across cloud and on-prem data, automatically classified sensitive data, and integrated identity context to surface risks like orphaned accounts and excessive access.

Corey says, *"Cyera helped us move from 'we think' to* **risk-based decisions.** *Now the board sees facts, not guesses"*. Beyond just discovery, Cyera delivered prescriptive remediation guidance, supporting data minimization, encryption, and governance. Its open architecture enabled integrations with DLP, Microsoft Purview, Abnormal AI, and other tools already in Valvoline's ecosystem, making it a scalable foundation for their security and data operations.

✳️ Valvoline's Journey with Cyera

"Once we got access from the data store admin, it took **ten minutes.**"

Cyera's ease of deployment was a standout for Valvoline. Within 30 days, the company had a full inventory of its structured and unstructured data. This rapid visibility empowered a new cross-functional steering committee, bringing together Security, Privacy, Data Engineering, and Legal, to collaborate around a single source of truth, accelerating both strategic planning and day-to-day compliance.

🚀 Looking ahead

Valvoline is layering Cyera intelligence into AI workflows and DLP controls to r**ecommend protective actions in real time,** from auto-encryption of credit-card tables to policy-based quarantine of sensitive email attachments. As the company scales to 3,500 locations and beyond, Cyera remains a core pillar of its "yes-with-guardrails" security culture.