



BUSINESS CASE PANINI AMERICA

THE RESULTS

Engaging Maxxsure has provided the entire Panini team with a common language in which technical and non-technical leadership can communicate about how to address cyber risk in a financially and operationally viable manner. Non-technical team members have insight into the justifications behind investments in budget and resource allocations toward specific measures implemented by security teams, with a deeper understanding of how these measures protect the company's assets.

Panini has since improved its M-Score and has experienced a profound cultural shift throughout the organization in its attitude concerning cyber risk.

THE SOLUTION

Financial and technology leadership at Panini America agreed to use Maxxsure to generate an M-Score™, a comprehensive quantification of cyber risk at Panini. The exercise put a spotlight on critical areas in need of addressing by the organization, and enabled them to assign priority in a data-justified manner. Panini went beyond the calculation of the initial M-Score and has incorporated the Maxxsure Cyber Risk Management dashboard into its ongoing cyber risk management program.

ABOUT MAXXSURE

Maxxsure offers the most comprehensive cyber risk quantification solution that establishes the foundation by which organizations can make data-driven and financially-vetted decisions as to how much cyber risk to remediate, retain or transfer via insurance policy adoption.

Maxxsure collects data from your organization and trusted third party resources, uses a robust model to compute your cyber risk - your M-Score - and communicates the factors that influence your score. We enable continuous monitoring and provide the most precise estimates of financial loss potential. This reporting equips your team to prioritize cyber initiatives that address your situation as it evolves.

ABOUT OUR CLIENT

Established in 1961 in Modena, Italy, the Panini Group has subsidiaries throughout Europe, Latin America and the United States, and it is the International brand leader within the world of sticker and trading card collectables with over 1,000 collection launches each year. Panini is also one of the leading publishers in Europe and Latin America with over 7,000 publications annually. Panini employs a staff of over 1,200, and customers spanning 150 territories are regularly actively engaged with Panini's physical products. The company exceeded \$1B in annual sales for its first time in 2018.

THE CHALLENGE

Panini has enjoyed growth and prosperity for nearly 60 years since its establishment, but digital transformation over the most recent decades has introduced new types of cyber risk that leadership has not historically needed to consider in its enterprise-wide planning. Some executive team members recognized the need for heightened protections provided through a measured and thoughtful approach, while others did not recognize the need for urgency concerning proactive cyber risk management.

Maxxsure Quantifies Cyber Risk and Puts Your Organization on the Path to Improved Cyber Resiliency

- Organizational Factors
- People Factors
- Situational Factors
- Industry Factors
- Governance Standards
- Application Vulnerability
- Infrastructure Vulnerability

