Customer Spotlight

Large Global Consumer Goods Company Elevates Cyber Risk Management with ThreatConnect

Customer Profile

Organization Size	Industry/Sector	Headquarters
›100,000 EMPLOYEES	**CONSUMER GOODS**	**U.K. BASED**

Products Used: **RISK QUANTIFIER**

Background

As one of the world's largest consumer goods companies, this enterprise operates across multiple business units and geographies. With such scale, managing cyber risk requires more than technical controls — it demands a unified, data-driven framework for assessing, prioritizing, and communicating risks in ways that resonate with business stakeholders.

The company recognized that while its security operations were strong, it lacked the ability to translate cyber risk into financial terms executives and board members could act on. To strengthen alignment between cybersecurity strategy and business objectives, the company turned to ThreatConnect.

Challenges Faced

Before adopting ThreatConnect's Risk Quantifier, the company's risk assessment process was fragmented and ad hoc. Without a centralized, consistent view of its security posture, leaders struggled to understand how different business units contributed to overall cyber exposure.

Even more critically, the security team lacked the ability to prioritize threats and vulnerabilities by business impact. This made it difficult to justify security investments or demonstrate how risk reduction efforts supported enterprise-wide goals. As a result, a gap persisted between technical risk assessments and the financial and strategic perspectives required by executives and the board. **Key challenges included:**

- Fragmented and inconsistent risk assessments across business units
- No standardized enterprise view of cyber risk exposure
- Limited ability to compare risk across regions, brands, and functions
- Difficulty prioritizing threats and vulnerabilities based on financial impact
- Challenges justifying security investments to executives and the board

ThreatConnect.
now a part of **Dataminr.**

ThreatConnect.com
3865 Wilson Blvd., Suite 550
Arlington, VA 22203

sales@threatconnect.com
+1.703.229.4240

How ThreatConnect Helped

The company selected **ThreatConnect Risk Quantifier (RQ)** to unify its risk management approach and deliver a business-driven view of cyber risk. By integrating threat, asset, and business data into a single framework, the team established a repeatable, auditable methodology to:

- **Align** cyber risk with enterprise risk management (ERM) processes

- **Quantify** risk in clear financial terms (USD) using MITRE ATT&CK mapping.

- **Model** potential risk reduction from planned security investments and remediation.

- **Evaluate** and prioritize third-party and vendor-related risks.

> "RQ helps quantify the risk to business in terms of values and calculate the data, for both direct and indirect risks."
>
> **— Compliance Leader, Global Consumer Goods Company**

The Impact: Business–Driven Resilience

Risk Quantifier has transformed how this global consumer goods company manages and communicates cyber risk. By bridging the gap between security operations and the C-suite, the organization has moved from fragmented, technical assessments to a unified strategy that treats cyber risk as a financial reality.

The implementation has resulted in:

- **Executive & Board Clarity:** Risks are now expressed in financial terms, allowing leadership to see exactly how cyber exposure aligns with business strategy.

- **Strategic Alignment:** Every security initiative is now tracked against its ability to support broader business objectives, ensuring the SOC and the C-suite are moving in the same direction.

- **Data-Backed Prioritization:** With a standardized view across all regions, brands, and functions, the company can now prioritize vulnerabilities based on their actual potential for financial impact.

- **Investment Confidence:** By modeling risk reduction before spending, the company has increased confidence in security budgets, proving the ROI of their defense strategy through tangible data.

About ThreatConnect:

ThreatConnect, now a part of Dataminr, enables **threat intelligence**, **security operations**, and **cyber risk management** teams to work together for more effective, efficient, and collaborative cyber defense. With ThreatConnect, organizations can infuse ML and AI-powered threat intel and cyber risk quantification into their work, allowing them to contextualize an evolving threat landscape, prioritize the most significant risks to their business, and operationalize defenses. More than 250 enterprises and thousands of security operations professionals rely on ThreatConnect every day to protect their organizations' most critical assets.