

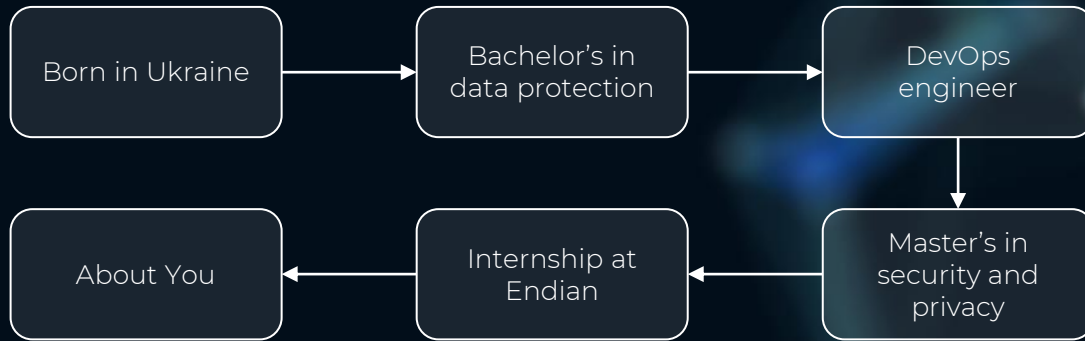


Cybersecurity strategy of a fast growing e- commerce startup

Vladyslav Cherednychenko

About me

Work



Free time



Public presence

- Medium — @hacker.pepe
- Talks — Just search for my name on Youtube
- LinkedIn — Search for my name

ABOUT YOU[®]



> 2B revenue



~12M active
customers



29 active
countries +
global presence

<https://aboutyou.de>

SCAYLE[®]

COMMERCE ENGINE

**SCAYLE is the commerce engine
that enables brands and retailers
to scale their business across
technology, operations, and online
marketing**

<https://scayle.com>

**WHY AM I
HERE?**

An abstract geometric pattern of interconnected lines and nodes, resembling a network or molecular structure, rendered in shades of blue and green against a dark background. The pattern is composed of various polygons and lines, with some nodes highlighted in a brighter green color.

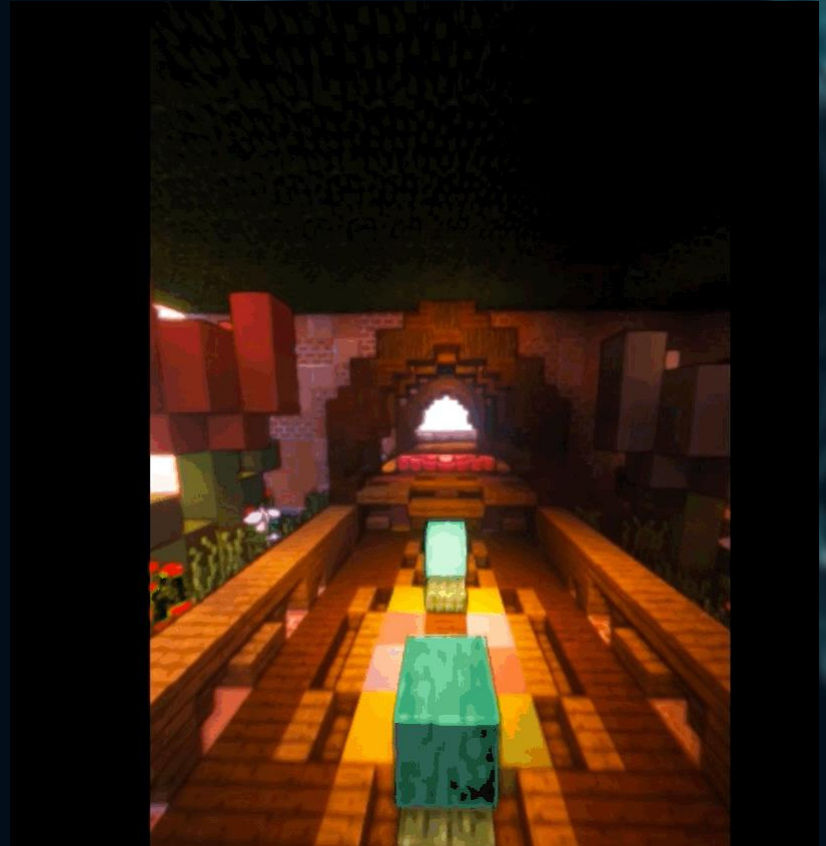
AGENDA

- Security @ AY when we started
- Principles we used when evolving
- Current state of security @ AY
- Future plans



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- Security @ AY when we started
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An abstract graphic on the right side of the slide, consisting of a network of interconnected nodes and lines. The nodes are represented by small circles, and the lines are thin, light blue or teal. The overall shape is irregular and somewhat triangular, with a denser cluster of nodes on the right side. The background is dark blue/black.

How it started

rewind to 2018



Hamburg had
the hottest
summer



GDPR came
into effect



Germany didn't
leave the group
stage in the
world cup :(



I got a job at
About You

How did security look like back then?



How did security look like back then?

Positives



Bug bounty program



Skilled team



Cooperation with devs
/ management
support

Challenges



The company grew fast



Team decreased to 2
people



ISMS in early stages

An abstract graphic on the right side of the slide, consisting of a network of interconnected nodes and lines. The nodes are represented by small white dots, and the lines are thin, light blue or cyan. The overall structure is a complex, interconnected web, with some nodes appearing more prominent than others. The background is dark blue, and the graphic is slightly blurred, giving it a sense of depth and movement.

How we evolved



Principle #1

the 80/20 rule

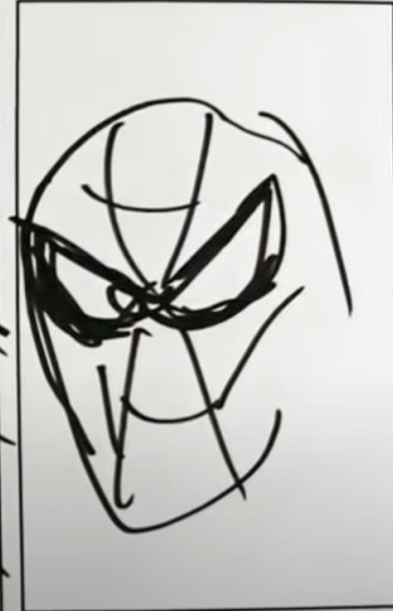
10 Minutes



1 minute



~~10~~ seconds
12



Credit: <https://www.youtube.com/@MoSelimArt>

Principle #2

*Focus on fixing problems
instead of measuring risk*

The Board



Wants to
measure risks

CISO

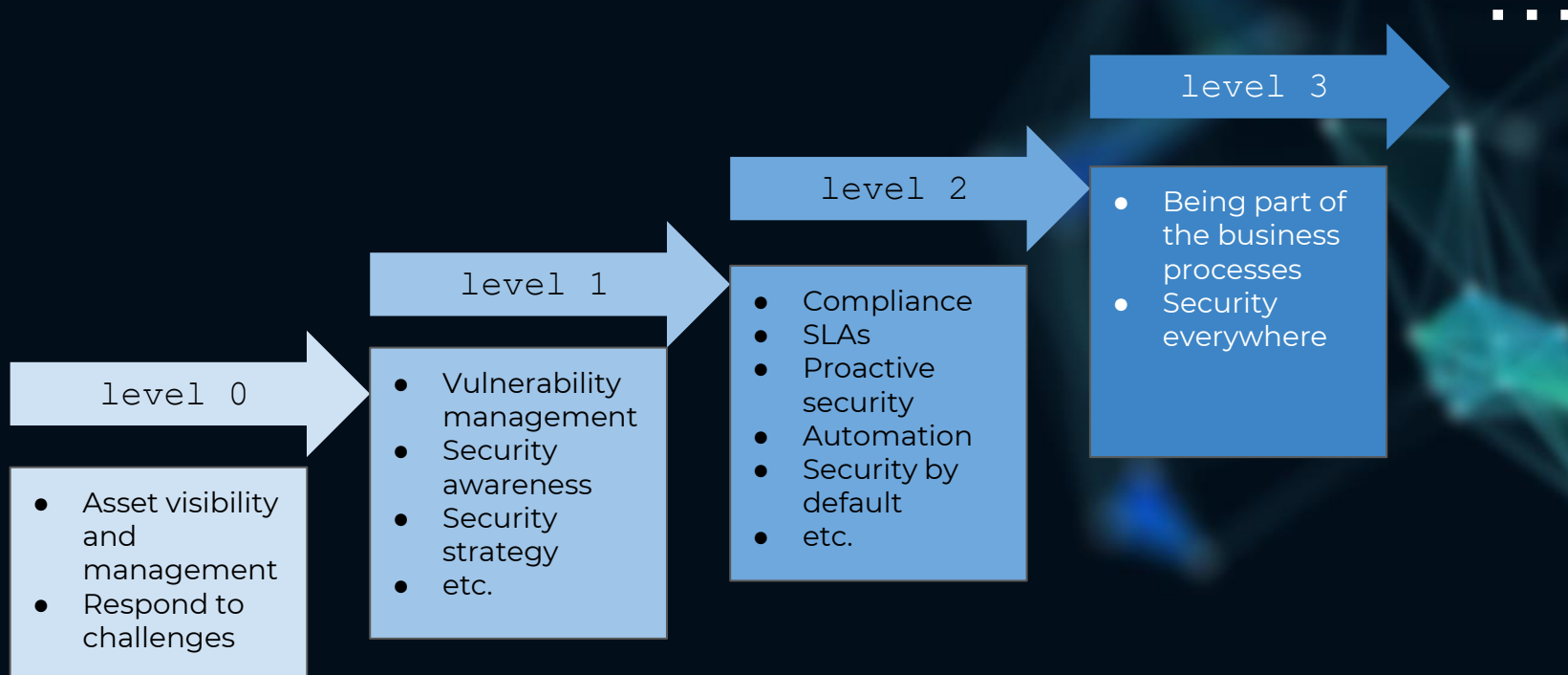


Wants to
measure risks

Engineers



Want to solve
problems



Principle #3

*Grow reasonably, hire long
term*

What keeps our team happy



Personal
Development
Days / CTF Days



Sharing Fails and
Proud Moments of
the Week



Incident Response
Simulations

Sending Kudos to Each Other



Shoutouts by Airspeed APP 14:42

Shoutout to from

(12 kB) ▾



Jr. IT Security and Compliance Manager



Recognized for: Showing me some quick hacks to improve my slide skillz



Impact: Level up the Training Quality! UP!



5



5



An abstract graphic in the background consisting of a network of interconnected nodes and lines. The nodes are represented by small circles, and the lines are thin, light blue or cyan. The overall effect is a complex, web-like structure that is slightly out of focus, giving it a sense of depth and connectivity. The colors are primarily dark blue and cyan, with some lighter blue highlights.

Principle #4

Don't listen to vendors

Poorly chosen
vendor



Cyber attacks



your business



An abstract graphic on the right side of the slide, consisting of a network of interconnected nodes and lines. The nodes are represented by small circles, and the lines are thin, light blue or teal. The overall shape is irregular and somewhat triangular, suggesting a complex network structure. The background is dark blue/black.

**Security @ AY
now**

Current security initiatives



Building trust with our customers through compliance

Maturing our security operations

Secure defaults / DevSecOps

Zero trust / insider threat



Consolidated tooling for scan results and alerts

Automated internal control framework

More integration into business processes

Risk dashboard for teams

...

Questions?



Vladyslav's LinkedIn