Cybersecurity strategy of a fast growing e-commerce startup

Vladyslav Cherednychenko

About me

Work

Born in Ukraine → Bachelor's in data protection → DevOps engineer → Master's in security and privacy → Internship at Endian → About You

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

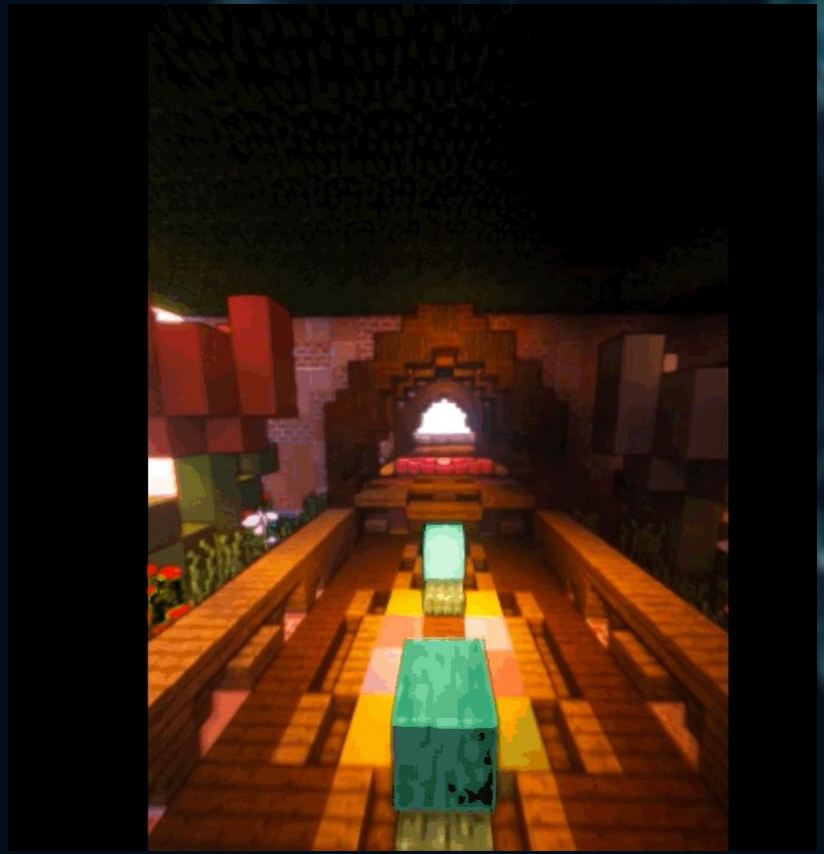
WHY AM I HERE?

AGENDA

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

AGENDA

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



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

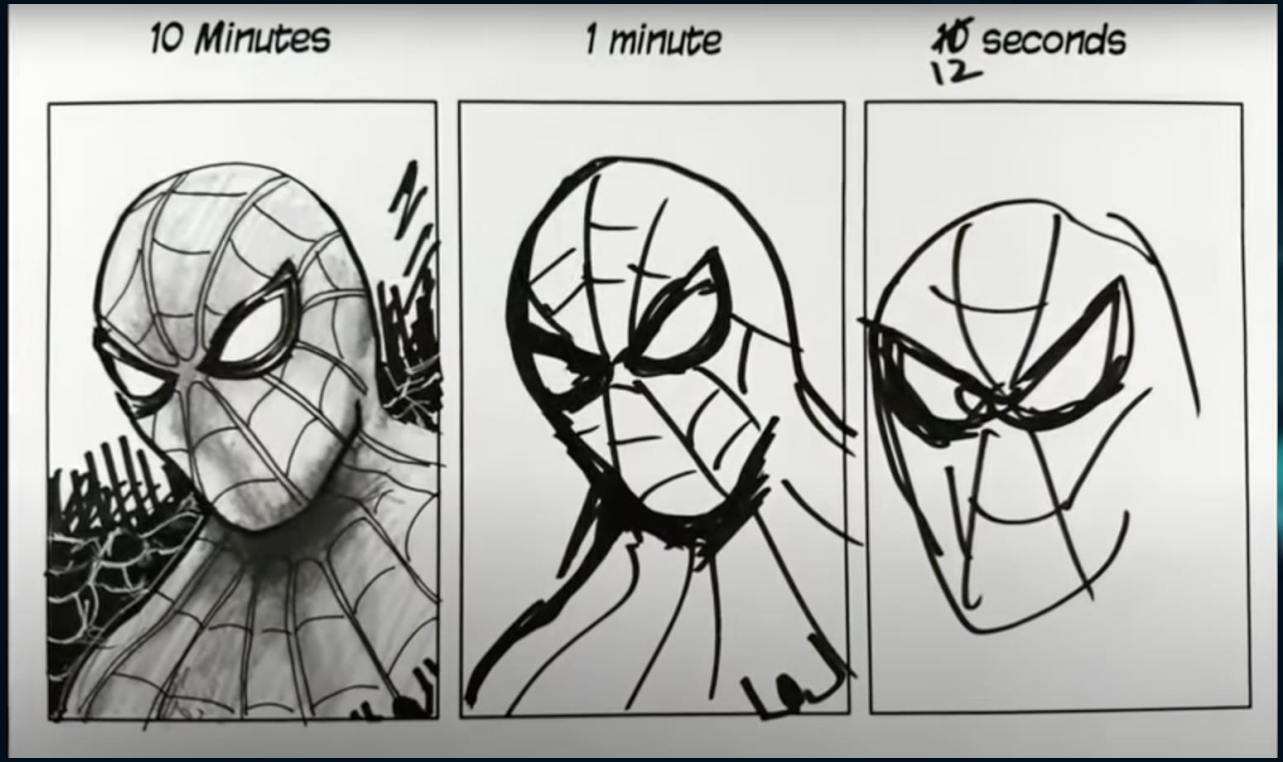
Team decreased to 2 people

ISMS in early stages

How we evolved

Principle #1

the 80/20 rule



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

Principle #2

Focus on fixing problems instead of measuring risk

The Board

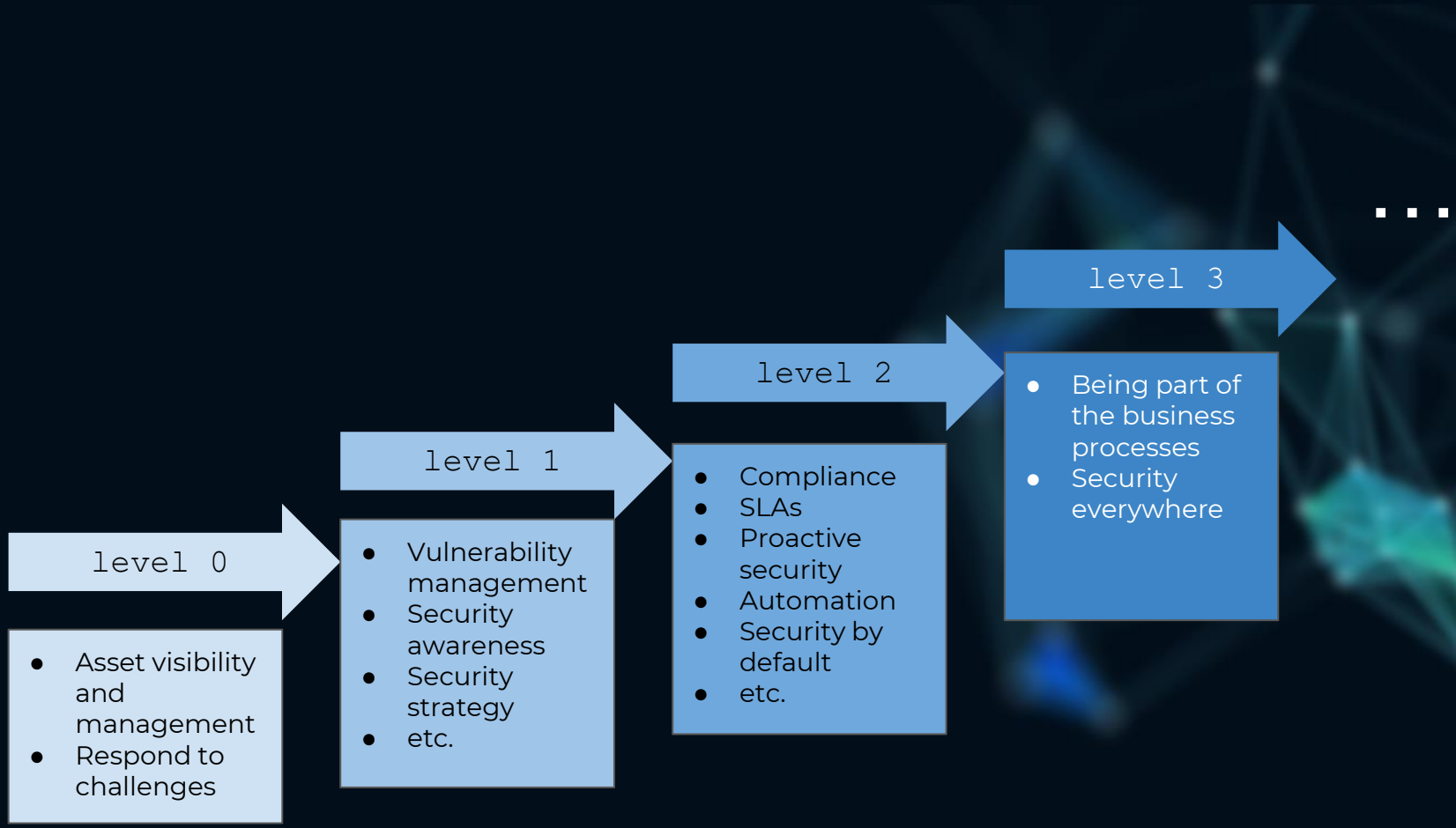
Wants to measure risks

CISO

Wants to measure risks

Engineers

Want to solve problems


level 0
Asset visibility and management
Respond to challenges
level 1
Vulnerability management
Security awareness
Security strategy
etc.
level 2
Compliance
SLAs
Proactive security
Automation
Security by default
etc.
level 3
Being part of the business processes
Security everywhere
. . .

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 [redacted] from [redacted]

(12 kB)

[redacted]

Jr. IT Security and Compliance Manager

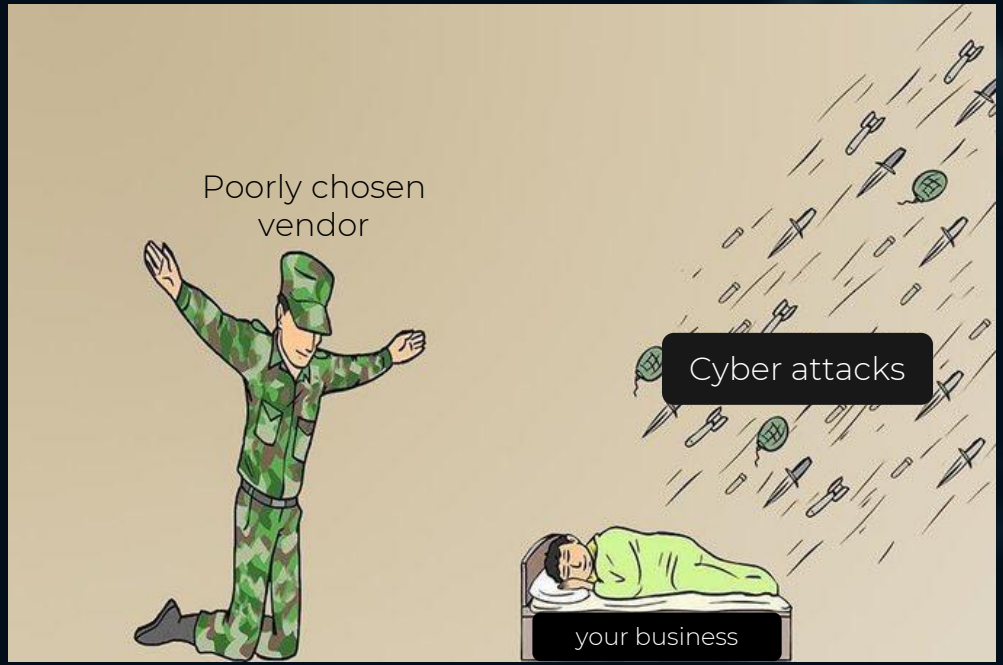
🎉 **Recognized for:** Showing me some quick hacks to improve my slide skillz

💥 **Impact:** Level up the Training Quality! 🆙

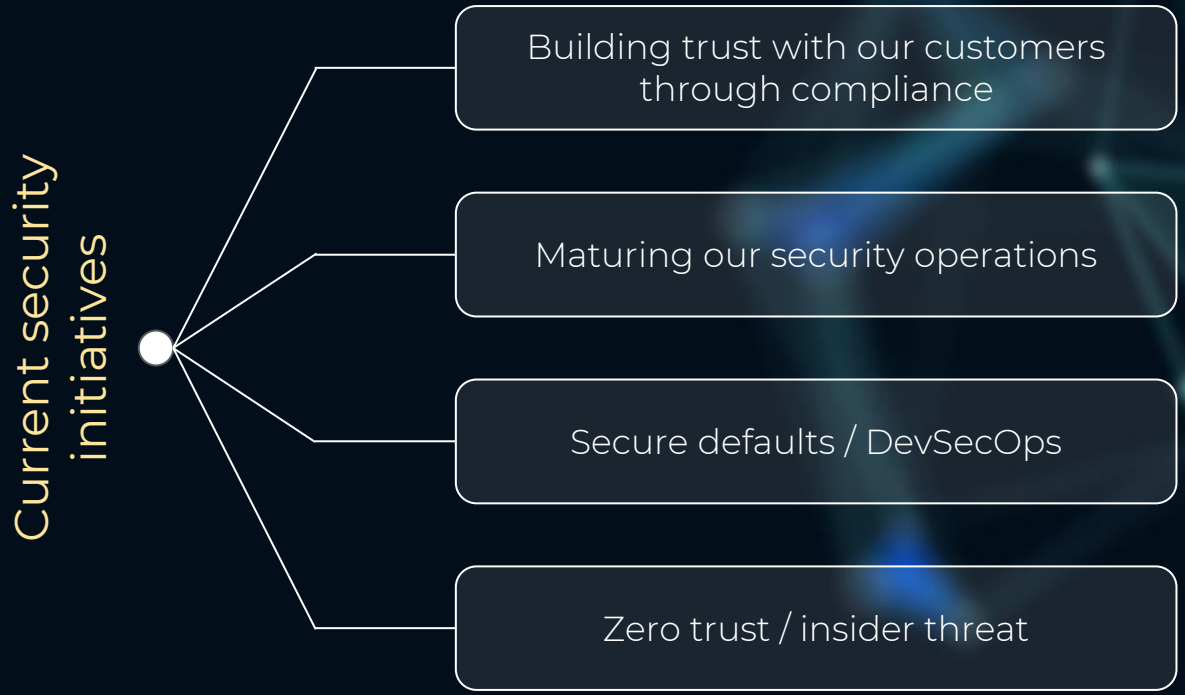
🎉 5 🧢 5

Principle #4

Don’t listen to vendors


Poorly chosen vendor
Cyber attacks
your business

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