

Sprinklr Advanced Security

Sprinklr specializes in social media security and brand reputation protection. We use a multi-layered, enterprise grade SaaS security feature combined with best in class configuration, policies, procedures, and processes to accomplish this objective. Sprinklr's clients have immediately witnessed a reduction in reputational risk, and our clients' exposure to risk has decreased to an acceptable level established by the client. We accomplish this by thoroughly understanding the markets needs and continuously upgrading our systems and technology. Sprinklr offers multiple modules, customizable metrics, and configurable routing of social conversations, so that our customers can make decisions at their own pace.

the problem

When brands choose Sprinklr to manage their social infrastructure, they benefit from multiple built-in security features, including role-based access controls, permissions, and enforced policy rules.

However, some brands – especially in highly regulated industries – require a concentrated effort to assess and minimize social program risk. These risks can span from internal company or governmental policy non-compliance, to malicious hacking and data breaches.

How are you identifying and protecting against vulnerabilities throughout your social operation? Here are some indicators that technical and process risks may exist:

1. Are there too many individuals with administrator-level access to the company's social accounts?
2. Have passwords been openly shared via unsecured methods, such as email or shared drive documents?
3. Is there a way to quickly and universally pause publishing in the event of an emergency?
4. Do rules exist that automatically review posted messages?
5. Has a risk assessment already been conducted for your social accounts?
6. How often are passwords changed for accounts on social channels like Twitter?
7. Are social accounts set up with two-factor authentication?
8. Are social accounts able to be set up with personal email addresses, or are corporate email addresses required and accessible by stakeholders?
9. Are you certain that members of your team or agency partners cannot share (even accidentally) critical login information to your social management platform?

the solution

A comprehensive security program is needed to assess operational risk and guide the organization toward tighter and more resilient configurations. Sprinklr's Advanced Security Package examines the entire social implementation (technology and processes) to reveal and remediate vulnerabilities. It minimizes the risk of exposure while reducing the time to detect and respond to any breaches.

Sprinklr's advanced security package features

SECURITY SNAPSHOT

A rapid, automated five-point scan checks critical security configurations within the brand's Sprinklr environment. Within 36 hours, a summary analysis will contain an overall security score (red, yellow, or green), along with key recommendations to correct any vulnerabilities.

COMPREHENSIVE SECURITY ANALYSIS

A full audit analysis begins within 10 to 14 days. This comprehensive analysis will identify technical vulnerabilities and actions necessary to prevent major security penetration. It will also include recommendations to better secure the organization's broader social program accounts (in additional business units). These results can be addressed internally and on the native social network accounts.

CRITICAL ADDITIONAL SECURITY PROTECTION THROUGHOUT THE PLATFORM

- SAML integration
- Two factor authentication
- Source IP monitoring
- Key management system
- Encryption of specific application data
- Encryption of specific custom fields
- Recommended high security configurations of core features

To provide an additional layer of security, Sprinklr offers the Advanced Security Package as an option for clients who deal with sensitive and secure data. Sprinklr's employees who engage with clients that opt to have the Advanced Security Package will have the following security features implemented on their laptops:

- Blocked storage capabilities to mass media storage devices (e.g., USB, CD, and DVD)
- Full disk encryption
- Blocked administrator access

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