



EBOOK

# Scaling security: How European companies accelerate trust and growth with Vanta



# Introduction

A strong security posture is essential to building trust with customers. But starting, scaling and demonstrating a security program requires time, resources, and expertise.

Vanta has helped more than [10,000 customers](#) start and scale their security programs. By automating compliance, centralizing GRC workflows, and accelerating security reviews with Vanta's leading trust management platform, some of Europe's fastest-growing companies have turned trust into a competitive advantage.

But don't just take our word for it. See how these Vanta customers build and prove trust.



# How Pigment kickstarted its SOC 2 program

**Pigment**'s aim is to help companies make better decisions and adapt to change. Founded in 2019, their platform brings business data, processes, and people into one place, effectively eliminating silos.

As a young business serving industry-leading companies like Figma, Klarna, and Poshmark, Pigment had a lot to prove, but their solution was an attractive one. The company grew quickly and started signing large international deals almost straight away.

By 2021, Pigment's roster of clients was burgeoning, and they needed to meet customers' compliance expectations while building out their own security infrastructure. Enter Quentin Berdugo, who was hired as Pigment's Chief Information Security Officer. His first

"With Vanta, you're not starting from scratch. You're walked through the process step by step so you can bootstrap everything and then make it your own. It's like a middleman between the auditee and the auditor. It saved me a lot of time and gave me peace of mind—we could be confident that we would be successful."

**Quentin Berdugo**

Chief Information Security Officer, Pigment



## LOCATION

Paris, France



## INDUSTRY

Enterprise SaaS



## EMPLOYEES

300+

priority was to get SOC 2, the most sought-after security framework for SaaS companies—its international recognition would help Pigment prove their security credentials in the global marketplace and give peace of mind to the upmarket clients they were pursuing.

"When I joined Pigment, certified security standards were a critical need to unlock sales opportunities," Quentin says. "Our salespeople were being swamped by security questionnaires that they were ill-equipped to answer. We needed to demonstrate the maturity of our security programme and reassure our customers that their sensitive financial data is safe in our hands."

With Vanta, Pigment has kickstarted their security practice and achieved SOC 2 Type I and Type II in less than a year.

As the company invests in partnerships and channel sales to move upmarket, security scrutiny from prospects increases too. Pigment has big ambitions, and Quentin plans to use Vanta even more as he increases their security team and grows their security and compliance programmes.

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# How Flo Health completed ISO 27001 audit Stage 1 in two weeks and Stage 2 in three days



## LOCATION

London, UK



## INDUSTRY

HealthTech



## EMPLOYEES

250+

[Flo Health](#) is the most popular women's health app globally. With over 100+ medical experts, the app supports women during their entire reproductive lives and provides curated cycle and ovulation tracking, personalised health insights, expert tips, and a fully closed community for women to share their questions and concerns.

Founded in 2015, Flo Health acquired one million users in a little more than a year of being in operation. Since then, Flo Health has been downloaded by more than 240 million people. A key component to Flo Health's success is a constant dedication to [customer-centric](#) decisions.

After experiencing a considerable stage of hyper-growth, Flo Health recognized an opportunity to create an exceptionally strong security program to protect user data. Flo Health's board of directors "wanted to create the most secure health and well-being app on the planet," says Chief Information Security Officer Leo Cunningham.

In order to bring its security and compliance program to the next level, Flo Health sought one of the most thorough international compliance certifications available—[ISO 27001](#). Originally, Flo Health chose a traditional compliance partner to get ISO certified. "They were a bit old-fashioned for a company like Flo Health," says Leo. Flo Health decided to seek another compliance partner—one that ticked all the boxes, and then some.

Because Flo Health is in a constant state of hyper-growth, Leo and his teams need a compliance solution that continuously monitors infrastructure, seamlessly collects evidence, and integrates into day-to-day tools like Slack and JIRA. Most of all, Flo Health requires a solution that's reliable and plain easy.

[Thanks to Vanta's automated evidence collection](#), Flo Health enjoyed an expedited auditing experience on the road to achieving ISO 27001 certification. Leo and his team were able to complete [Stage 1](#) of the ISO audit in one week, and Stage 2 in three days.

"Security doesn't need to be complex. It needs to scale the business, be a business enabler, and it needs to be there at the very beginning. Without it, it's only a matter of time before there's a serious issue."

**Leo Cunningham**

Chief Information Security Officer, Flo Health

# How Leapsome reduces time spent on questionnaires by 50%

[Leapsome](#) was founded in 2016 by Jenny von Podewils and Kajetan von Armansperg with a bold goal: to make work more fulfilling for everyone. They created a people enablement platform that helps employees grow, managers become better leaders, and CEOs build great organizations.

Today, over 1,500 companies use the Leapsome platform to drive employee productivity, engagement, and development. Leapsome acts as a catalyst for transformation, giving employees clarity on their goals and performance while ensuring they feel valued and empowered to do impactful work.

Leapsome's platform is focused on people enablement, which brings a particular set of data security challenges. Initially, when security questions arose, Leapsome's process was to inform prospects and clients that the infrastructure that the software is built and operated on, has a SOC 2 attestation and is ISO 27001 certified.

However, this did not end the inflow of security questions and customized security questionnaires.

Many of Leapsome's clients initially came from Europe, where ISO 27001 is the prevalent security standard and certification the company was often asked for. With Vanta, it took Leapsome just eight weeks to prepare for their first ISO 27001 audit.

"We had pressure from customers, so were already doing a lot of things that were required for the certification," says Marc-Alexander. "Vanta helped us tie it all together," he adds. "Their policy templates saved us a tremendous amount of time — we didn't have to spend days preparing and drawing them up from scratch."

Being able to tell customers that Leapsome is ISO 27001 certified has significantly smoothed the sales process and reduced customer requests for them to fill out lengthy security questionnaires.

**LOCATION**

Berlin, Germany

**INDUSTRY**

SaaS

**EMPLOYEES**

150+

"I think it's fair to say that we probably lost a couple of deals here and there because we weren't ISO 27001 certified ourselves."

**Marc-Alexander Vetter**

Head of Finance, Leapsome



# How TapTap Send takes the work out of managing risk



## LOCATION

London, UK



## INDUSTRY

Fintech



## EMPLOYEES

300+

[TapTap Send](#) makes it easier for immigrants to send money home to Africa, Asia, the Caribbean, and Latin America. Since launching in 2018, they have moved billions of dollars and reached hundreds of thousands of customers.

Global remittances account for over \$500 billion annually, most of which moves back into developing countries. However, the market is dominated by traditional services that are expensive and slow, with limited rural reach. The TapTap Send mobile app helps people send money quickly and securely and at a fraction of the cost.

As a cross-border money transfer service, TapTap Send has built partnerships with a large number of credit card providers and payment processors, and they all need proof that their customers' information is secure

“With Vanta, everything is in the one place. We’re actually doing more risk management work now because we see our risks more clearly! It has definitely improved our security posture.”

**Dimitrios Stergiou**

Director of IT and Information Security, TapTap Send

and protected. In particular, they need to see PCI DSS (Payment Card Industry Data Security Standard) compliance, says Dimitrios Stergiou, Director of IT and Information Security at TapTap Send.

“That was quite painful to deal with manually. There was a lot of custom documentation that we had to create and a lot of controls that had to be sampled.”

As well as PCI DSS, customers and partners were increasingly asking about the company's broader security policies. TapTap Send decided that becoming SOC 2 compliant would put a lot of their concerns to bed.

Since starting with Vanta, TapTap Send has overhauled how they handle risk management. Everything is contained within Vanta's [Risk Management](#) solution, eliminating the need for siloed spreadsheets and endless email threads. The process has been simplified and automated, so it's much easier to stay on top of their security profile.

TapTap Send is working towards their SOC 2 attestation, and Vanta is automating the complex work of gathering evidence for their first audit. Their security posture is constantly monitored, and they receive alerts if anything goes out of compliance. They have also moved their vulnerability management to Vanta, integrating their third-party tools.



# How Peak builds trust in new markets with Vanta



## LOCATION

Manchester, UK



## INDUSTRY

AI



## EMPLOYEES

200+

There is nothing small about [Peak](#)'s mission; it wants to use AI to change the way the world works. The seeds for the company were sown back in 2015 during a discussion in a Manchester pub. Founders Richard Potter, David Leitch, and Atul Sharma talked about how they could democratise AI for every business, and after drawing an idea for an AI platform on a napkin, Peak was born.

Today, Peak offers a cloud AI platform that allows companies to embed AI into the core of their inventory and pricing operations. With a library of pre-built AI applications, Peak's customers can rapidly apply AI to deliver on their commercial objectives.

As Peak's customer base grew, its team was being asked to complete an increasing number of custom

security questionnaires, which was time consuming and repetitive. As an initial step, the team worked to become ISO 27001 certified but as larger, predominantly US-based, customers joined Peak, SOC 2 emerged as the security framework of choice.

"As we are working with sensitive customer data, security is of paramount importance to our customers," says Michael Pearce, Head of Information Security & Compliance at Peak. "Customers are drawn to the technically focussed SOC 2 Type 2, which involves continuous monitoring and testing and shows how effective a company's controls are over time."

Since starting with Vanta, Peak has gotten its SOC 2 Type 2 attestation, which has led to a streamlined sales cycle, particularly when it comes to US-based enterprise customers.

**"Having SOC 2 Type 2 builds trust and reliability in Peak."**

**Michael Pearce**

Head of Information Security & Compliance, Peak

"When we start talking to those prospects, one of the first things they ask is whether we have it. When we say we do, they don't have to go through their normal checklist of questions; they know that we have it covered," says Michael.



## How Solidroad calms security concerns in the AI era

[Solidroad](#) is an AI-first training and assessment platform for customer-facing teams. With it, sales and support reps can have realistic conversations with AI prospects and customers via voice, chat, or email. Scenarios are tailored to each company's needs, and users receive real-time, personalised performance feedback from an AI coach.

Founded in 2023, Solidroad is already gaining traction in the corporate training industry. Their AI-powered platform helps employees to practise their customer-facing skills, reducing ramp times and increasing training effectiveness. However, when Solidroad started speaking seriously to potential clients, they found they were hitting a speed bump.

"The biggest challenge we faced as an early-stage startup, especially in the AI space, is that security and compliance are big concerns for all of our prospects," says Mark Hughes, co-founder and CEO of Solidroad.

"They were always asking for our ISO 27001 or SOC2 Type 2, which we didn't have."

According to Alex Mooney, founding engineer with Solidroad, the company never considered getting ISO 27001 manually. An automated solution was the obvious choice.

With Vanta, Solidroad had their ISO 27001 certification in less than three months. By then, their business was surging in the U.S., where SOC 2 Type 2 is the de facto standard. "With our ISO 27001, we had already done 80% of work required for a SOC 2 attestation. It made sense to start working on that directly after, and it made getting it a lot easier," says Mark.

Since Solidroad has secured their ISO 27001 and SOC 2 Type 2 attestations, they have found that prospective customers are keen to keep talking.

"Vanta helps us to prove our commitment to security. Without ISO 27001 and SOC 2, I imagine we would be tossed out of a lot of rooms very quickly."

**Alex Mooney**

Founding Engineering, Solidroad



More than 10,000 customers  
build and demonstrate trust  
with Vanta



# Vanta

Vanta is the leading trust management platform that helps simplify and centralize security for organizations of all sizes. Over 10,000 companies, including Atlassian, Omni Hotels, Quora, and ZoomInfo rely on Vanta to build, maintain, and demonstrate their trust—all in a way that's real-time and transparent. Founded in 2018, Vanta has customers in 58 countries with offices in Dublin, London, New York, San Francisco and Sydney.

[Request a demo →](#)

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