



# **BLACK KITE & THE CARLSBERG GROUP**

**A BLACK KITE CASE STUDY**





## INDUSTRY

Carlsberg is a leading global manufacturer of local beer brands. .

## SERVICES

Carlsberg distributes brews to 150 markets worldwide with an in-house integrated supply chain.

## HISTORY

In 1835, J.C. Jacobson set out on a lifelong journey to improve the quality of beer. Taking the name of his five-year-old son, Carl, and the Danish word for hill, "bjerg", he built Carlsberg just outside Copenhagen in 1847.



## ABOUT THE CARLSBERG GROUP

The Carlsberg Group was established in 1847 by brewer J.C. Jacobsen, a true renaissance man. A believer in quality, research and serving the community, he shared his knowledge with fellow brewers by looking to the future, prizing long-term growth over short-term gain.

Today, Carlsberg is a global brewer powered by more than 140 brands in their beer portfolio, spanning core beer brands, craft & speciality and alcohol-free brews. Their core beer includes the international brands Carlsberg and Tuborg, as well as strong local power brands, such as Ringnes in Norway, Lvivske in Ukraine and Wusu in China.

**"WE HAVE AN EXTENSIVE GLOBAL SUPPLY CHAIN, WHICH IS WHY WE NEED REAL VISIBILITY."**

**- MADS BRUUN, RISK & COMPLIANCE MANAGER**





**"THE PEOPLE WE STARTED WORKING WITH AT BLACK KITE, ARE THE SAME PEOPLE WE'RE WORKING WITH NOW. WE LOVE THAT."**

**- MADS BRUUN, RISK & COMPLIANCE MANAGER**



### **PROBLEM**

Prior to Black Kite, Carlsberg did not use a dedicated vendor risk monitoring platform to provide insight into the cyber posture of their supply chain.

"We realized that we needed to improve our vendor risk management program, and an open source intelligence platform like Black Kite was an important source of information feeding into the overall rating," said Risk & Compliance Manager, Mads Bruun.



### **APPROACH**

In 2020, Carlsberg onboarded a new CISO, who received a Black Kite cyber ratings report while working at a previous company.

"Impressed by the level of details and information collected by Black Kite, we decided to test it out at Carlsberg... Black Kite's easy-to-use platform was exactly what we needed," said Bruun.



### **REASONING**

In August of 2020, Carlsberg onboarded with Black Kite as a new customer.

"In addition to the ease of the platform, we were able to onboard the tool and utilize it within a short time frame. Our entire team was impressed with the automation and continuous monitoring capabilities that could scale with our supply chain," said Bruun.





## SOLUTION

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Carlsberg needed a cyber ratings system they could trust. According to their team, Black Kite's open-source intelligence and standards-based methodology was the solution they needed to provide confidence in their results.

Over the last year, Carlsberg has primarily been using the Black Kite platform to self- monitor their organization and benchmark against peers.

"We're just now ready to elevate our vendor risk management process," said Bruun. "I'm looking forward to identifying the critical security issues within our supply chain so we can prioritize vendor selection and have better oversight in general."

Carlsberg's long-term goal in utilizing the Black Kite platform is to obtain true visibility their entire supply chain in order to provide awareness and make better business decisions overall.



**"BLACK KITE CONTINUES TO BE A VENDOR WITH A GREAT VALUE ADDED PROPOSITION. WE'RE IMPRESSED WITH BOTH THE QUALITY OF INFORMATION AND CUSTOMER SUPPORT. BLACK KITE'S CYBER RISK MONITORING PLATFORM IS AN IMPROVEMENT TO OUR VENDOR RISK MANAGEMENT PROCESS AND OUR CONTINUED RELATIONSHIP MAKES THEM A VALUED PARTNER FOR CONTINUOUS CYBER MONITORING."**










# BLACK KITE

One in four organizations suffered from a cyber attack in the last year, resulting in production, reputation and financial losses. The real problem is adversaries attack companies via third parties, island-hopping their way into target organizations. At Black Kite, we're redefining vendor risk management with the world's first global third-party cyber risk monitoring platform, built from a hacker's perspective. With 200+ customers across the globe and counting, we're committed to improving the health and safety of the entire planet's cyber ecosystem with the industry's most accurate and comprehensive cyber intelligence. While other security ratings service (SRS) providers try to narrow the scope, Black Kite provides the only standards-based cyber risk assessments that analyze your supply chain's cybersecurity posture from three critical dimensions: technical, financial and compliance.

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