

CYBERSECURITY CONSULTING ESTABLISHES A SECURITY ROADMAP FOR JACKPOCKET + 'LIGHT SPEED' GROWTH

AT A GLANCE

Jackpocket's mission is to create a more convenient, fun, and responsible way to participate in the lottery. As the first licensed third-party lottery courier app in the U.S., Jackpocket offers lottery fans a secure way to order official state lottery tickets. Lottery fans use Jackpocket's app to place orders for their favorite games, check lottery results, join lottery pools for better odds, and get automatic alerts when they win.

By helping today's players participate in the lottery from the convenience of their smartphone, Jackpocket also helps state lotteries drive incremental revenue to fund essential state programs, such as education, veterans services, natural resources, and more.

THE CHALLENGE

When launching their business in 2013, Jackpocket aimed to introduce their product to customers as quickly as possible. Once the app became available, Jackpocket experienced exponential growth—and quickly. Like many organizations, initial advancement came with security questions.

Today, Jackpocket's app reaches customers in 17 states, each with individual compliance regulations. Jackpocket is responsible for navigating regulatory compliance within each state, and as their list of state-specific requirements grew, so did the time spent on security questionnaires.

With a SOC 2 Type 2 report already under their belt, Jackpocket set the foundation to leverage their cybersecurity posture.

However, Jackpocket wanted to establish a strong and ongoing security program that would allow their team to focus on what they do best in their day-to-day jobs.

With clearly defined goals in hand, Jackpocket began a partnership with BARR.



We knew we needed to reduce the time spent on questionnaires to advance. We also knew one of BARR's strengths lies in designing and implementing security programs.

The question was—**how can we appease individual state regulators while also growing our business?**

Director of Information Security
Jackpocket, Moses Thambuswamy



THE SOLUTION



BARR leveraged their available tools to advance our security program through a seamless transition. **We were able to prioritize our needs and create a roadmap for the upcoming year.**

Moses Thambuswamy



Through BARR's expertise, Jackpocket gained a true partner that helped them learn how to advocate for security controls and policies when meeting with executives.

BARR's cybersecurity consulting team clearly explained their virtual Chief Information Security Officer (vCISO) services and a timeline that could benefit Jackpocket's unique needs. As they continued their partnership, Jackpocket noticed they were receiving approval from stakeholders and business growth that would lead to exciting transitions.

THE RESULTS



Expanded app to to **six new states**



Developed **new product advancements**



Certifying to new standards like **ISO 27001**



Gained **deep understanding** of environment



Growing with BARR to build internal programs

Since partnering with BARR's consulting team, Jackpocket has significantly matured their security and compliance program. Jackpocket not only discovered their specific security nuances and where their pain points lie when it comes to compliance but how to best communicate their unique control environment to stakeholders.

This year, Jackpocket is working toward achieving an ISO 27001 certification—an exciting milestone to add to their security posture.

Throughout their partnership with BARR, Jackpocket has welcomed six new states, and they continue to develop new advancements to their product.

"When we started with BARR, we quickly learned the team deeply understood every policy known to man," said Thambuswamy.

"Their extensive knowledge meant we didn't have to complete much initial legwork, and through the process, we witnessed our growth first-hand. In just a few months, we've accomplished our business goals and more."



We're moving at light speed, and in the future, **we'll work with BARR to build an internal security program where they'll support our growth** and guide us as we transition to each new milestone.

Moses Thambuswamy

