ROKT

Rokt adds SOC 2 accreditation to complement ISO 27001

I don't say this lightly, but **we are super stoked that we chose to work with AssuranceLab** who have made the audit such a pleasant experience.

Guido Santo – VP Cybersecurity, Rokt

Rokt enables its ecommerce clients to increase brand engagement and unlock new revenues in the Transaction Moment™, allowing them to stay ahead of their competition while delivering a superior and individualized experience for each customer. Founded in Sydney, Rokt now operates in the US, Canada, the UK, Ireland, France, Germany, the Netherlands, Denmark, Sweden, Norway, Finland, Spain, Australia, New Zealand, Singapore, and Japan.

As Guido Santo, VP Cybersecurity, explains:

"We were already ISO 27001 certified, but SOC 2 was an important step in further maturing Rokt's compliance program. Most of our business is conducted in the U.S. market and clients there typically want to see SOC 2 reports. We wanted to avoid potential sales blockers."

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Why did Rokt choose to work with AssuranceLab and our approach that leverages U.S. CPA partners?

Getting a report from a reputable U.S. based firm was important to us as we believe our U.S. clients will look for this. We felt that AssuranceLab acts as a buffer and ensures we meet the mark, as well as providing education on the process, which we may not have received through an American CPA firm directly. AssuranceLab's steady and smooth process at our own pace allowed us to get things done the right way. We never felt rushed, so it didn't feel like an audit in the traditional way.

Was the support during AssuranceLab's audit process helpful to you?

It was absolutely invaluable. Despite some initial research, we were very new to the process and had no idea what was expected or how to navigate it. With the guidance provided by AssuranceLab, everything felt so easy.

Initially, we were sceptical about the "unlimited support" but since both parties had the same goal - getting through the audit as fast as possible - there were no inefficiencies and it seemed to work out well for both sides. We felt well looked after. The communication and materials provided were very helpful. Any time we needed additional clarifications we were able to arrange ad-hoc video calls.

How did the agile audit process work for your team?

Working through the project at our own pace was very beneficial. At Rokt, we are a fast moving and efficient team, so moving quickly through all deliverables was always going to be desirable. This approach allowed for flexibility in allocating our team resources as they were available to maximise efficiencies. We utilised our GRC platform, ZenGRC, which worked well with AssuranceLab's readiness assessment report for importing the audit evidence requests to work through.

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Is there any other feedback you want to add?

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