



July 2021

# Flexible, durable, and multipurpose: is it plastic or is it Next DLP?

How Next DLP made an IPO possible



"It would be really hard to remove this product once we started using it—it would be like being blind again."

**- David Lindström, Lead IT Operations Manager**

## Manufacturing



Founded

**1969**



Employees

**300**

## Arla Plast

It's every founder's dream: the day your company is going to be listed on the stock exchange. An unquestionable sign of success, being publicly traded brings wider awareness, more investment, and growth opportunities. It also brings an array of challenges, such as new compliance regulations around internal processing of company information.

Arla Plast is a European plastics powerhouse. A manufacturer of anything from plastic sheeting to pool covers, Arla Plast has supported the construction industry in northern Europe for over 50 years. But dreams come true even for the most established of players; after many years of growth, Arla Plast was recently listed on the preeminent US stock exchange, NASDAQ.

With three locations and over 300 employees, Arla Plast needed to make sure their internal security was airtight in order to comply with the financial requirements of being listed. David Lindström, the lead IT Operations Manager, knew he had to find a way to ensure all compliance measures were met so that nothing prevented this company milestone.

## The challenges

Lindström recognized that a huge potential risk to listing was the exfiltration of insider financial information. If anyone within the company was able to share sensitive information, it could delay their NASDAQ listing, or jeopardize the process entirely. But separate from malicious attacks are errors of negligence, where employees simply may not protect information the way they should. Regardless of intent, any unauthorized transfers of information were a threat to Arla Plast's future.

Lindström sought a solution that could protect the company's financial information, corporate secrets, and strategic documents, while also educating employees about optimal cyber hygiene. He had heard about Next DLP as an option years back as a tool to teach staff about network hygiene. With the impending listing he wanted to set up a new tool fast—so he reached back out to Next DLP to discuss his goals.

"Next DLP is a really great tool to educate the user directly when they are about to do something wrong," says Lindström. But that was just his first impression. For Lindström, Next DLP was a "nice to have" tool, but not quite essential. It was the perfect solution for teaching staff how to protect their information, but little did Lindström know at the time, Next DLP would become an invaluable resource for Arla Plast.

## The solution

**"Now we can make sure we do what we promised the stock market—we secure and protect our information the right way."**

Working with the team at Next DLP during the pre-listing process, Lindström decided that the solution could be of significant value, more than just a way to train the Arla Plast workforce. Seeing the way Next DLP could also show how documents and information moved behind the scenes, whether via file sharing, screenshot, or personal cloud storage, Lindström was sold. These data-loss prevention capabilities would prove critical during the complicated IPO process.

Quickly, he saw the results he had initially hoped for: employees were starting to improve their cyber hygiene. With Next DLP, pop-ups containing short and punchy educational videos appear whenever an employee attempts to do something against company policy or tries to move information that could be sensitive. This training made noticeable improvements amongst Arla Plast employees in the months after installation. The users were happy to not accidentally spread something with bad consequences. According to Lindström, the company as a whole is becoming more cyber savvy.

Steadily, Lindström began adding more Next DLP functionality to Arla Plast's network, such as integrating with existing systems and tracking documents within the organization. "When we installed Next DLP, we didn't have this type of information protection in mind," says Lindström. "We are starting to use it in a broader way with more functions." With features allowing deeper insights into the company, Lindström says the addition of Next DLP put upper management at ease. No data could be leaked without being tracked and preemptively stopped, and financial compliance was being met. "Next DLP is the only tool I know that we can see what happens to a confidential document. It would be really hard to remove this product once we started using it—it would be like being blind again."



## The results

“It has been a really good implementation,” says Lindström. “In general we don’t even notice the agent on the computer.” Weeks into the successful public listing, Lindström is all smiles. Looking forward, he wants to see what more functionality and features he can integrate with Arla Plast’s network deployment.

He says working with Next DLP has been great: “I like companies where you can bring up suggestions and solicit feedback, and it doesn’t take a long time for you to get that function or at least a plan for that function.” Next DLP’s open sales process allows Lindström and team to find new uses for Next DLP and brainstorm potential feature adds. Sometimes, that process is reversed. Lindström describes how adding Next DLP to the company has given him ideas for new ways to use the solution. “Lately, we have been looking at incidents and creating guidelines from there.” Before, he had little awareness of the current pain points of information sharing. With Next DLP, Lindström sees where holes in the system are and starts to adjust their internal policies to address the risks.

It has been easy to pick up for his teams as well. Lindström says he sat with the sales engineer and once he saw examples, it was very easy to learn. Since the addition of Next DLP, “we have found quite a lot of incidents,” remarks Lindström. They are still fine-tuning policies, but overall, it has been a fantastic success.

The listing on NASDAQ went smoothly and the company has gained new visibility into their network and cyber hygiene. “Now we can make sure we do what we promised the stock market—we secure and protect our information the right way,” says Lindström. His team is excited to see what’s next with Next DLP and how they can help their newly public company grow faster than ever.



Next DLP is a global technology company with offices in the UK, Norway, and the USA. It was founded in 2020 to create a better, smarter way to deliver security. Next DLP protects people and data anywhere. Innovative companies worldwide use **Reveal** for human-centric data loss protection.

To learn more about Next DLP's smart solutions and how you can enjoy proactive security, visit our website, or schedule a demo with a member of our sales team at: [sales@nextdlp.com](mailto:sales@nextdlp.com).

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