

Securing complex multi-brand digital ecosystems



Global consumer groups operate dozens of brands across distributed digital ecosystems combining brand websites, e-commerce platforms, marketing technologies, consumer data platforms and external partners. As these ecosystems expand across regions and business units, exposure signals multiply across environments. Security teams detect more findings but struggle to understand **which exposures can propagate across brands and reach critical consumer platforms**. For CISO teams, the challenge is no longer discovering vulnerabilities. It is identifying **which exposures create real attack paths toward sensitive consumer data, digital commerce platforms and global brand infrastructures**.

CISO CHALLENGE

Fragmented visibility across brand platforms, cloud infrastructures, agencies and digital partners creates blind spots and prioritisation noise.

Security teams detect more issues but lack the context needed to determine **what truly threatens consumer data platforms, e-commerce systems and global brand operations**.

PANOP OPERATIONAL RESPONSE

- Digital footprint discovery, identifies rogue domains, fake apps, exposed assets
- Customer data exposure tracking, monitors leaks affecting loyalty programs and user accounts
- Attack path analysis, highlights routes from web apps to backend systems
- Third-party ecosystem monitoring, vendors, marketing platforms, SaaS tools

Panop **connects exposure signals to business impact**, enabling security teams to prioritise the risks that truly threaten consumer platforms and brand ecosystem

OPERATIONAL IMPACT

- Previously unknown external assets brought back into scope across brands and digital platforms
- Attack paths toward consumer data systems and e-commerce platforms identified earlier
- Exposure prioritisation driven by propagation risk and business criticality
- Exposure-to-remediation cycles reduced from weeks to days in critical scenarios
- Faster coordination between security, digital, cloud and brand platform teams

With Panop, identify which exposures can **reach your critical consumer platforms** and **act on them first**.