

SecureWatch for SeaWorld – Case Study

RiskWatch is working with SeaWorld to develop, test, and deploy new models of analysis, reporting, and remediation for visibility and management of risk assessment data.

1. SeaWorld Engaged RiskWatch to:

- Structure assessment workflows and data gathering processes to promote visibility, analysis, and management of assessment data
- Automate scheduled and ad hoc assessment communication, preliminary analyses of data and visual representation of data gathered

2. Our Approach:

RiskWatch performed a proof of concept using *SecureWatch*, a risk assessment platform that structures and collects assessment data of an enterprise using threat, asset, and vulnerability information.

SecureWatch:

- Enabled SeaWorld to streamline the assessment process across the enterprise and with its powerful and dynamic dashboards, giving SeaWorld the ability to easily pick high risk areas and perform detailed analysis.
- With its, semi-quantitative, ISO 31000 Methodology and NIST 800-30 Analysis capability, guided on-site assessors to identify threats, vulnerabilities, and security gaps and to develop specific recommendations.
- Operates on a “Software-as-a-Service” platform enabling online Physical Security, EH&S, Rides Maintenance, Operations and Aquatics assessments on any browser enabled device.
- Remediation Module automatically creates a full audit trail of recommendations offered for security gaps or findings. Recommendations can be assigned to individuals as tasks to be monitored by the managers.
- Constantly learns from its users as assessments are performed at every stage of SeaWorld’s assessment process. Data gathered can be repurposed in workflows to calculate and display trends in data year over year or from one site/ride to others assessed, making users at every level more risk aware and productive.
- By the steps:
 - Consolidate all SeaWorld facilities and rides requiring assessment into SecureWatch.
 - Customize questions sets into a single repository for different types of assessments to automatically measure compliance against specified standards, policies and audit checklists.
 - Launch and monitor surveys for selected SeaWorld facilities and rides while automatically computing risk scores.
 - Drill down to quickly identify root causes of high risk facilities and rides.
 - Develop, plan and track mitigation actions.
 - Generate customizable, automated summaries & reports.

3. Key Outcomes:

RiskWatch used SecureWatch to gather data in multiple assessments against structured criteria and thresholds to: 1) Analyze data automatically, 2) Assist users at all levels in understanding the data gathered, and 3) Enabled visualization of data to improve communication of risk and decision making. Automated reports explained assessment results to others not involved in using SecureWatch.

4. Feedback

Peter Brevi, Heather Goforth, Peggy Christensen, Orlando Puertas participated in a proof of concept of SecureWatch. Feedback from the team:

- ✓ Dashboards and Reports in SecureWatch will allow us to know the status of assessments across SeaWorld and where our greatest risk is.
- ✓ We can easily compare the data gathered from different sites or rides to identify similar risks and compliance issues.
- ✓ Priority of remediating risks and compliance issues can be approached by consolidating actions across all sites and rides. This will allow us to focus on areas where we have the greatest risk exposure and fix those areas first.
- ✓ Pulling in crime data for site assessments and rating the data automatically will help us standardize our security assessments.
- ✓ We could integrate data we collect now for other assessments into SecureWatch to add additional metrics into assessments automatically like incidents we track or ride down time.

We sent a survey to Jason Adams at Busch Gardens Tampa. He was NOT involved in our proof of concept prior to receiving email from communication directly from SecureWatch. After he completed the survey we asked him about his experience. He said:

- ✓ I found SecureWatch very simple and easy to use
- ✓ I was able to answer all of the questions, enter comments and attach photos without having any training on how to use SecureWatch
- ✓ Everything was in one place and in a workflow which made the process easy to follow.
- ✓ I think a solution like this would allow SeaWorld to be more in depth on assessments performed.
- ✓ I was able to download a report at my user level, and found it to be easy to understand.
- ✓ I was able to jump around in the assessment data much easier in the software than in our current paper forms.
- ✓ If you were not tech savvy, do you think it would have been difficult for you to use? No, it seemed very simple and structured in a way that it is difficult to mess up.