AppOmni

Sprinklr Strengthens SaaS Security and Gains Critical Visibility

sprinklr

INDUSTRY
Enterprise Software

EMPLOYEES
3,000+

HQ
New York City, NY

DEPLOYMENT

Microsoft 365	Jira
Google Workspace	Workday
	Snowflake
Salesforce	Zoom
NetSuite	More SaaS apps

USE CASES
SaaS security visibility
Improve security posture
Ongoing monitoring

ABOUT SPRINKLR
Sprinklr is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,800 valuable enterprises — global brands like Microsoft, P&G, Samsung and more than 60% of the Fortune 100.

Gerald Beuchelt oversees the security, compliance, and technical privacy of Sprinklr's products and corporate assets.

APPOMNI'S IMPACT

Provides ongoing capability to **continuously monitor SaaS apps** from a single platform

Delivers **actionable, relevant findings** to quickly remediate vulnerabilities across the SaaS environment

Enables **continuous security posture monitoring** to prevent configuration drift

Automates security processes, eliminating the need for specialized SaaS security experts

> AppOmni allows us to understand, improve, and monitor the overall security and risk posture of our key SaaS applications, reducing the overall risk portfolio for the company. Previously, manual reviews took weeks, but with AppOmni's help, we've shortened this process to a few hours, significantly enhancing our efficiency and response time.

Gerald Beuchelt
CISO, Sprinklr Inc.

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The Challenge

Sprinklr, a global customer experience management company, relies heavily on cloud platforms like Salesforce, Workday, Microsoft 365, and NetSuite. Like most companies, Sprinklr found itself grappling with an increasingly complex security landscape. Gerald Beuchelt, Sprinklr's CISO/SVP, said the problem wasn't just the volume of SaaS platforms in use at the company, but also the lack of continuous visibility into how these systems were configured.

Beuchelt explained that while Sprinklr built a robust SaaS environment, it lacked the internal resources to manage security configurations for each platform effectively. The company relied on application owners and implementation partners for SaaS security, but this approach was unsustainable and created gaps, he said. Hiring specialized security experts for every SaaS application was cost prohibitive. While one-time security assessments from external consultants could fix issues, it wouldn't provide the long-term protection the company needed.

Beuchelt highlighted the challenge of finding a single expert proficient in NetSuite, Salesforce, Workday, and Microsoft 365 security, describing such a person as a "unicorn." He noted that businesses will either pay a premium for this rare expertise or need to hire multiple specialists to cover all areas.

"You need to either invest a significant amount of money in finding that expertise, or hire two, three, or even four people to fill those roles," Beuchelt said. "We did not have this capability. Over time, this leads to degradation of the quality of the overall security posture."

Without a way to continuously monitor configurations and identify vulnerabilities, the company faced "unknown unknowns"—security risks it couldn't see or address. For Sprinklr, whose clients work in regulated industries such as finance and healthcare, the stakes were even higher. Misconfigured systems could lead to operational disruptions, data breaches, or non-compliance with industry regulations.

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Requirements

Beuchelt realized the company needed a solution that offered continuous monitoring, delivered insights on security posture, and provided a scalable way to secure multiple SaaS applications. The Sprinklr team sought a vendor that provided the following requirements:

- ✅ Visibility into SaaS app configurations

- ✅ Depth of SaaS Security Posture Management (SSPM) for core business apps such as Salesforce, Workday, and Microsoft 365, and NetSuite

- ✅ Ongoing monitoring to ensure that once-secured settings didn't degrade over time

- ✅ High quality findings and precise recommendations

- ✅ APIs that can integrate into Sprinklr's environment

- ✅ Clear metrics and reporting

- ✅ Automated posture checks and threat detection capabilities to ease manual, mundane tasks

- ✅ Easy integration

Beuchelt and his team went through a lengthy process of evaluating different vendors and set up a proof of concept (POC) with AppOmni for Sprinklr's NetSuite environment. During the POC, AppOmni discovered exposures Sprinklr was unaware of and that other tools were unable to surface. This played a pivotal role in Sprinklr's decision to adopt AppOmni's SaaS security solution, Beuchelt said.

"We saw the immediate results during the pilot, which is why we ultimately decided to go with AppOmni," Beuchelt said. "In looking at the overall ROI that we were hoping to get from this, AppOmni came out on top."

AppOmni

The Results

Since partnering with AppOmni, Sprinklr has significantly improved its ability to monitor and secure key SaaS applications. With AppOmni, Sprinklr now has continuous monitoring and real-time identification of vulnerabilities, reducing the risk of potential security breaches. Sprinklr's security team is now viewed as a partner in working with the applications teams, helping them deploy and manage these applications securely. These improvements have made AppOmni an essential tool in the company's long-term security strategy.

"The ability to eliminate visibility gaps, improve secure configurations, and continuously monitor has been a game-changer," Beuchelt explained. "AppOmni allows us to understand, improve, and monitor the overall security and risk posture of our key SaaS applications, reducing the overall risk to the company."

The quality and relevance of AppOmni's findings have also been critical in strengthening Sprinklr's overall security posture. AppOmni's actionable recommendations have allowed Sprinklr to effectively prioritize and remediate risks, ensuring the long-term security of their SaaS applications. The solution's ability to monitor configuration changes continuously helps prevent security degradation over time.

"The overall quality of the detection and the remediation recommendations was superior to other solutions we evaluated," Beuchelt added.

Next Steps

The partnership between Sprinklr and AppOmni has strengthened Sprinklr's SaaS security posture across critical applications. With improvements in security and resilience already realized, Sprinklr plans to expand AppOmni's coverage, integrating real-time detection and alerting for configuration changes to make it a comprehensive security tool, Beuchelt said.

Building on these results, Beuchelt emphasized the broader significance of proactive security measures when managing SaaS environments. He stressed the importance of prioritizing security when adopting SaaS services, recommending that organizations focus on maintaining secure configurations and leveraging tools to ensure long-term protection.

"I would recommend that anyone who is a heavy user of SaaS services ensure they put secure configuration and secure operating profile high up on their list as they roll out a new service," Beuchelt said. "An implementer should start to look into how far a solution like AppOmni can help them to maintain this kind of secure posture."

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> CISO, Sprinklr Inc.

About AppOmni

AppOmni, the leader in SaaS Security, helps customers achieve secure productivity with their applications. Security teams and owners can quickly detect and mitigate threats using unmatched depth of protection, continuous monitoring, and comprehensive visibility. Trusted by 4 of the Fortune 10, AppOmni specializes in securing diverse SaaS environments.For more information, please visit https://appomni.com.