AppOmni

Taking a SaaS Security LifeCycle Approach for the Largest Enterprises Globally

TRACE3

INDUSTRY

IT Value Added Reseller & Services Provider

EMPLOYEES

1,300+

HQ

Irvine, CA

DEPLOYMENT

AppOmni SSPM Platform

USE CASES

SaaS Data Protection

SaaS Security Posture Management

SaaS Data Security

SaaS-to-SaaS Cyber Risk

ABOUT TRACE3

Trace3 is a pioneer in the technology consulting space. Its mission is to empower IT executives and their organizations through a combination of leading technology solutions and elite consulting services.
Trace3 Advisory CEO Mark Butler is a veteran in the security space who helps enterprises address cyber risk across data, cloud, and security disciplines.

APPOMNI'S IMPACT

Deeper visibility into SaaS configurations, permissions, and shared data

Greater efficiency through a unified SaaS security platform

Faster risk reduction via automated reviews and remediation

Stronger collaboration through centralized SaaS insights

Secure productivity across business and IT stakeholders

> If we didn't have AppOmni, we would be struggling to address SaaS cyber risk comprehensively for our customers. It's been a long-standing security challenge to ensure that the right permissions, identities, entitlements, data access monitoring, and governance for all SaaS apps are delivered within a full-life cycle methodology, regardless of scale or SaaS app complexity."

Mark Butler
Advisory CISO, Trace3

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The Challenge

As SaaS applications like Salesforce, ServiceNow, Workday, and GitHub became integral to enterprise operations, Trace3 saw organizations struggling to manage growing cyber risk. Legacy tools such as Data Loss Prevention (DLP) solutions, Cloud Access Security Brokers (CASB), and Security Web Gateways (SWG) offer only surface-level visibility and lack the permission intelligence and identity context needed for today's complex SaaS environments.

With hundreds of integrated apps and highly sensitive data at stake, proper access control for internal and external users is critical. But the burden of managing each app often falls on siloed security subject matter experts, an unsustainable and inefficient approach. Meanwhile, decentralized SaaS adoption blurs ownership and governance responsibilities, making coordinated security efforts difficult.

Trace3 Advisory CISO Mark Butler points to a common root cause: the absence of a defined, programmatic SaaS security lifecycle.

Without a lifecycle approach, organizations have fragmented oversight and rising risk, unable to adapt to modern audit, governance, and operational demands.

> " We are finding that most clients just don't have a program in place – and it's pretty obvious. They may have some limited visibility into what apps are in use, but they don't necessarily have those apps integrated into entitlement reviews, recurring security approval, real-time monitoring, or permission reapproval processes
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> **Mark Butler**
> Advisory CISO, Trace3

AppOmni

Requirements

Trace3 selected AppOmni as a strategic technology partner based on AppOmni's enterprise readiness.

"AppOmni's respect for the complexity of what it takes to get things done within an organization makes them one of our top partners," Butler said. "One of the biggest challenges of SaaS security is determining who owns it, and AppOmni is able to navigate multiple stakeholders by telling a story that makes sense across the entire organization – resulting in a positive relationship-building experience and obtaining the appropriate funding required to solve the problem."

Must-have capabilities for Trace3 include:

- SaaS security lifecycle with a programmatic approach
- Depth of SaaS Security Posture Management (SSPM) coverage for core SaaS apps
- Highly experienced partner, technology, and management teams

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AppOmni has surprised me in how quickly proof of value is shown from the initial conversation through purchase. AppOmni is one of our top cloud security partners. And there's really nobody else in this space that's leading the SaaS security conversations like AppOmni."

Mark Butler
Advisory CISO, Trace3

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The Results

With AppOmni, Trace3 delivers full SaaS Security Lifecycle Management to its largest customers, driving successful implementation and real value from their SSPM investments. These organizations now have sustainable programs with complete visibility, continuous drift monitoring, identity correlation, data access reviews, and integrated remediation across forensics, threat intelligence, and incident response.

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Internal or external auditors now expect more than just a list of SaaS apps, according to Butler. They want continuous monitoring, tighter permission controls, reduced licensing waste, and repeatable processes for reducing cyber risk. AppOmni helps organizations meet these rising expectations and stay ahead of evolving SaaS security standards.

Butler recognizes AppOmni for defining the SSPM market and what's possible for SaaS security. Unlike other SSPM vendors, Butler notes that AppOmni possesses the leadership and product engineering expertise to succeed in large, complex matrixed organizations where SaaS ownership and accountability are often unclear.

"AppOmni will help you solve the risks you never knew about that could result in a breach or data exposure," Butler said. "The AppOmni platform solves this in a painless and efficient way."

"AppOmni as a partner helps to shift the entire paradigm of the conversation with multiple stakeholders by showing risk analysis data upfront," Butler added. "This allows us to go to our clients and share the results of analyzed permissions from a risk-based perspective. We are then able to put a plan into place to programmatically improve the SaaS security posture of the organization."

> "It's been refreshing to work with AppOmni. There's a SaaS security lifecycle strategy that includes tooling along with processes to inventory, define, and monitor data access permissions; perform identity risk analysis; and properly govern them over time. All of these categories need continual focus so that SaaS can be delivered, operated, and securely maintained. AppOmni understands the enterprise complexities and delivers a holistic lifecycle approach for our customers, which has been the best partner experience."
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> **Mark Butler**
> Advisory CISO, Trace3

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 the world's largest enterprises, AppOmni specializes in securing diverse SaaS environments. For more information, please visit https://appomni.com.

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