



Cognician competes on a global scale with strict compliance standards and the escalating scrutiny of regulatory authorities around data privacy.



In brief

Cognician is a growing company with 60 employees primarily based in Cape Town, South Africa, and the USA. Cognician provides a proven platform that enables large organizations across the globe to activate behavior change at scale as part of their change initiatives. They achieve this by creating personalized, data-driven digital experiences that are grounded in action, follow-through, reflection and social engagement. Their multi-day challenges empower organizations to achieve measurable change in 30 days or less.

The benefit

Since certification, Cognician has:

- strengthened client trust with the assurance that data is secured
- increased revenue growth
- gained time-to-market efficiencies
- improved its organizational reputation

Cognician has seen a positive impact on its internal organizational and risk responsibilities with a positive shift in employee mindsets relating to data privacy and security.

With improved maturity levels of internal processes and measurements, as well as security controls, Cognician's continuous commitment towards data privacy and security provides a competitive edge.



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"Our journey towards ISO/IEC 27001 certification was a journey of maturity. We clarified our strategy, and we raised our standards. The efforts brought our team closer together and aligned us all around common goals. Internally, this improved cohesion. Externally it shortened vendor vetting cycles and delivery efficiency. Last, but not least, achieving the certification gave the team a sense of great pride – we all know this is rare and exceptional."

Patrick Kayton, Co-Founder

Client challenge

Cognician's information security and cyber strategy is aimed at enabling the business to expand globally. A major concern was the increased regulation and risk associated with data privacy. Facing unique challenges due to its globally dispersed workforce, the team had to adapt and work more closely together, especially across the IT and business operational units, to achieve this objective.

A major part of the certification journey was focused on developing an improved internal understanding for the standard. Cognician facilitated knowledge development of employees and communicated the need for, and benefits of, the certification across the business.

In line with this strategy, the ISO/IEC 27001 Information Security Management certification was identified as a critical deliverable and prioritized together with other components within the broader cybersecurity and compliance program. BSI was identified as a key enabler in supporting their strategy and adding value to their business and clients.

BSI solution

The initial work to develop and adopt Cognician's cybersecurity and compliance strategy laid the foundation for strong management support. This enabled them to proceed on their journey with a very clear directive from management.

The extensive BSI audit was of excellent quality. It was a combination of onsite and remote audits due to the COVID-19 pandemic. Training was conducted onsite and online as employees work remotely across the globe. The Cognician team conducted internal training and developed a multi-day challenge for employees called the Security Maturity Quest. The goal was to activate behavior change through action, follow-through, reflection and social engagement.

The BSI team was extremely helpful and supportive – the approach, feedback, and open communication was greatly respected. The cybersecurity culture within the organization was positively impacted as a result of this strategic investment.



Why BSI?

"BSI's global presence, skills and experience are best aligned to Cognician's needs, core values and objectives. We are convinced that in our pursuit of quality and excellence, BSI is best placed to help our organization obtain global recognition, maintain a competitive edge, and satisfy the privacy and security requirements outlined by international data regulations."