



CASE STUDY

Connected Security Experiences Support Global Expansion

How SOC 2 readiness helped Vertiseit build trust and unlock new opportunities in the U.S. and Europe



Challenge

As Vertiseit expanded into the North American market, the company increasingly encountered customer and procurement requirements tied to security assurance and compliance. SOC 2 reporting quickly became an expected part of vendor evaluations, particularly among enterprise customers.

For Vertiseit, which helps brands and retailers create connected, data-driven in-store experiences through its In-store Experience Management (IXM) platform, demonstrating security maturity was essential to supporting continued global growth and building trust with customers.

The company also wanted an audit partner that would act as a collaborative advisor throughout the process. As a first-time SOC 2 audit engagement, Vertiseit needed guidance that was practical, approachable, and aligned with the organization's structure and scale.

Overview

Vertiseit is a digital in-store platform company helping brands and retailers create connected, data-driven customer experiences in physical stores. Through its IXM platform and business brands *Dise*, *Grassfish*, and *Visual Art*, Vertiseit transforms stores into intelligent, scalable customer touchpoints.

Vertiseit's vision is to connect a world of retail by empowering brands to create outstanding customer experiences that support more sustainable retail. The company's long-term ambition is to become the global leader in IXM platforms.



“Our structure is not always simple. Sensiba quickly understood our setup and adapted to how we work. That helped streamline the audit process much more than I initially expected.”

Vertiseit

Services

- ◆ SOC 2 Audit
- ◆ SOC 3 Report

Solution

Vertiseit selected Sensiba based on the firm's collaborative approach, practical guidance, and ability to align the audit process to the organization's needs and structure.

As a SaaS company with multiple business entities and shared group functions, Vertiseit needed an audit team that could quickly understand how responsibilities and processes were distributed across the organization. Sensiba worked closely with Vertiseit to understand its environment and tailor the engagement accordingly, helping reduce unnecessary complexity throughout the audit process.

To support compliance management and evidence collection, Vertiseit leveraged Vanta as its compliance platform. The integration between Sensiba and Vanta helped centralize communication, streamline evidence requests, and reduce manual work associated with collecting and organizing documentation.

The centralized workflow also made it easier for teams across the organization to collaborate and stay aligned throughout the engagement.

Result

SOC 2 has already helped open discussions in the U.S. and is increasingly being requested in the EU — giving Vertiseit a stronger footing in both markets.

The reports have given Vertiseit a more efficient way to respond to customer security and procurement reviews. Rather than fielding lengthy security questionnaires, Vertiseit can now provide independent assurance reports that prove their controls credibly and efficiently.

The company also highlighted the value of clear communication and practical guidance throughout the engagement.

“When we had questions, we could ask them easily, and most of the time, the answers were clear and practical enough that we could also share them internally with people who are not deeply involved in security,” Vertiseit said.

About Sensiba

At Sensiba, our risk assurance professionals help organizations identify, analyze, and manage potential risks while strengthening trust with customers and stakeholders.

Our flexible and pragmatic approach helps organizations address compliance requirements efficiently and cost-effectively with solutions tailored to their unique business needs.

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