



From Crisis to Confidence

How a national auto retailer strengthened cybersecurity strategy and board trust with Consortium's MTM® in the aftermath of a 3rd-party breach

The Situation

In mid-2024, the auto retail industry was rocked by the breach of CDK, a critical software provider used by most dealerships. Our client, one of the nation's largest auto retailers, escaped direct impact – but the event triggered urgent questions from the board.

Were they truly secure? How did their cybersecurity posture compare to peers? What risks threatened the business, and what was being done about them? With an upcoming board meeting, our client needed answers, and fast.

The Challenge

The company's security and technology team had to provide a clear, data-backed assessment of its cybersecurity maturity, control effectiveness, and risk exposure. The board demanded more than reassurances; they wanted quantifiable evidence, peer benchmarks, and a roadmap for the future. **At stake was not just budget approval, but the trust and confidence of senior stakeholders at a critical moment.**

The Approach



Consortium worked with our client to accelerate its adoption of Metrics That Matter® (MTM®) Premium. Together, they completed a comprehensive mapping of cybersecurity controls, updated their maturity ratings, and validated cost and risk data.



When asked on short notice to meet with our client's audit and legal teams, Consortium's experts delivered a compelling demonstration of MTM's ability to benchmark posture and quantify risk. The value was clear enough that Consortium's CTO was invited to co-present at a closed board meeting.



That presentation helped frame the client's cybersecurity strategy in business terms, showing how investments reduced risk and aligned with industry standards – while highlighting areas for future improvement.

The engagement evolved into a strategic partnership, with Consortium providing MTM® Managed services and advising on technology roadmaps and vendor alignment.

Impact

The board approved the security team's budget increases, confident in the data and direction presented. The client's internal presentation of MTM to peers in the auto dealer industry further validated the platform's value, resulting in new inquiries and at least one additional MTM Premium client.

They continue to work closely with Consortium to align security investments with business goals, supported by a \$300,000 spend commitment for ongoing services and technology alignment over the coming year.

Looking Ahead

By turning a moment of industry crisis into an opportunity for clarity and alignment, the auto retailer is now on a stronger path – backed by data, driven by strategy, and supported by a trusted partner in Consortium.

