

# From Complexity to Clarity: GoPuff's Data Security Evolution

“Within an hour, we were already looking at findings I had no idea existed in the company. We started from zero and got to 100 in three days.”

– Ravi Nori, Head of Cybersecurity, GoPuff

GoPuff is a fast-growing e-commerce delivery platform operating across major U.S. cities and the UK. With thousands of customers and a presence across 3 public clouds, protecting PCI and PII is essential to maintaining customer trust.

As GoPuff grew, their small security team needed a reliable, automated way to find sensitive data, assess risks, and demonstrate strong security practices without increasing their workload.

## The Challenge: Limited visibility, legacy DLP failure, and multi-cloud complexity

The company's sensitive data is distributed across multiple platforms, making risk management complex. The organization faced these primary challenges:

- |                                                                                                                           |                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| ◆ Failed legacy DLP onboarding as a traditional DLP solution was difficult to integrate and never reached a usable state. | ◆ Lacked visibility into sensitive data across Azure, AWS, GWS, and numerous data stores.                                       |
| ◆ Need to protect PCI and PII at scale.                                                                                   | ◆ Gopuff has a small security team, responsible for more than 10 platforms with no time for manual classification or DLP tuning |

“We had no visibility prior to putting a DSPM solution in place... we knew that we had data all over the place.”

– Ravi Nori, Head of Cybersecurity, GoPuff



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## 2. The Solution: Rapid deployment, automated discovery, and immediate insights

Cyera helped GoPuff to see and manage their data risks sooner than previous tools allowed:

### a. Fast and seamless onboarding

- ◆ GoPuff was able to connect Cyera to their cloud environments **in minutes**. This meant they could start seeing results **right away, without a long setup**.
- ◆ Support for Azure & AWS was important because GoPuff's cloud setup is complex and not always easy to cover with standard tools.

### b. Immediate visibility

- ◆ **Within the first hour:**
  - ◆ The platform quickly found sensitive data spread across different datasets.
  - ◆ It also surfaced exposures the team did not know about.
- ◆ **Within three days:**
  - ◆ Automated classification gave GoPuff a clear, unified map of their data. PCI and PII locations were identifiable across Azure, AWS and GWS.

### c. Automation built for a small team:

- ◆ Focus on the risks that mattered most.
- ◆ Automate the steps needed to fix issues.
- ◆ Identify the correct data owners for mis-stored or overshared files.

“Because I'm a team of one right now, automation is everything. Cyera made the process efficient — I didn't need another engineer to decipher the platform.”

– Ravi Nori, Head of Cybersecurity, GoPuff





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## 3. The Results: Faster remediation, improved compliance, and stronger control

Cyera allowed GoPuff to move away from manual, reactive work and toward automated, data-driven security by:

### a. Rapid identification and remediation of sensitive data

- ◆ Problems that used to take months to uncover were now found in minutes.
- ◆ Sensitive data stored in the wrong places was flagged right away.

**b. More efficient compliance readiness:** The team no longer had to rely on spreadsheets or manual evidence gathering. Cyera provided real-time visibility into PCI questions and eliminated the manual work previously required to demonstrate control. With 24/7 monitoring of PCI and PII data, Cyera's classification and monitoring showed how GoPuff maintains PCI readiness, saving significant time and reducing audit overhead.

### c. Operational relief for a small security team

- ◆ Cyera's remediation guidance and UI made issue resolution much simpler."
- ◆ The combination of a simple interface and automation changed how GoPuff thinks about evaluating security tools.

Cyera set a really high bar. Easy to integrate, easy to automate, easy to customize, easy to triage - everything just worked.

- Ravi Nori, Head of Cybersecurity, GoPuff



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## Why GoPuff Chose Cyera

GoPuff needed a modern DSPM solution that matched their cloud-native environment and fast-moving business. Cyera delivered:

- ◆ Quick onboarding for every cloud environment
- ◆ Immediate classification and discovery of sensitive data
- ◆ High accuracy, including OCR support for images and PDFs
- ◆ Automated remediation for a small, resource-constrained team
- ◆ A simple interface that reduces complexity
- ◆ A platform that adapts as new AI risks emerge

“Cyera is the leading DSPM provider. They’re innovating where legacy vendors haven’t - and they’re preparing us for the future of AI security.”

- Ravi Nori, Head of Cybersecurity, GoPuff

## Explore What's Possible with Cyera

Whether you're securing one cloud or three, Cyera provides the clarity, automation, and continuous oversight needed to protect sensitive data at scale.

See how Cyera helps organizations protect what matters. [Book a demo](#)

