



SecureWatch for SeaWorld



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RiskWatch is working with SeaWorld to develop, test, and deploy new models of analysis, reporting, and remediation for visibility and management of risk assessment data.

SeaWorld Parks & Entertainment™ is a leading theme park and entertainment company that features killer whale, sea lion, and dolphin shows and zoological displays featuring various other marine animals. They are one of the world's foremost zoological organizations and a global leader in animal husbandry, behavioral management, veterinary care and animal welfare.

Our Approach

RiskWatch performed a proof of concept using SecureWatch, a security risk assessment and management platform that can be utilized to reduce exposure to liability, manage third-party risk, monitor and maintain security, and track continuous improvement.

RiskWatch was able to address all of SeaWorld's concerns within our platform. SecureWatch automated and streamlined communication, reporting, and analysis, as well as simplifying the overall assessment process at each site.

SecureWatch
An Intelligent Risk Assessment Platform

Challenges. Why SeaWorld Engaged RiskWatch:

- ✔ **Organization.** Needed to structure assessment workflows and data gathering processes to promote visibility, analysis, and management of assessment data.
- ✔ **Communication.** Previous email process was manually managed. Needed to automate scheduled and ad hoc assessment communication.
- ✔ **Analysis.** Analysis of data was performed manually. Needed to automate preliminary analyses of data and visual representation of data gathered

Solution. SecureWatch:

Use of our platform, SecureWatch, enabled SeaWorld to streamline their assessment process across the enterprise. Its powerful and dynamic dashboards allowed them to easily pick high-risk areas and perform detailed analysis. With its, semi-quantitative, ISO 31000 Methodology and NIST 800-30 analysis capability, SecureWatch guided on-site assessors to identify threats, vulnerabilities, and security gaps and to develop specific recommendations.

SecureWatch operates on a “Software-as-a-Service” platform, enabling online Physical Security, EH&S, Rides Maintenance, Operations and Aquatics assessments on any browser enabled device.

The remediation module automatically creates a full audit trail of recommendations offered for security gaps or findings. Recommendations can be assigned to individuals as tasks to be monitored by the managers. SecureWatch constantly learns from its users as assessments are performed at every stage of SeaWorld’s assessment process. Data gathered can be repurposed in workflows to calculate and display trends in data year over year or from one site/ride to others assessed, making users at every level more risk aware and productive.

Key Outcomes:

RiskWatch used SecureWatch to gather data in multiple assessments against structured criteria and thresholds to:

- ✔ Analyze assessment data **automatically** and quickly identify problem areas.
- ✔ Assist users at **all** levels in understanding the data gathered.
- ✔ Enable visualization of data to improve communication of risk and decision making.
- ✔ Automate reports to explain assessment results to others not involved in using SecureWatch.
- ✔ Automate communication and keep relevant data within a centralized and secure location.

Feedback from the participating team:



- Dashboards and reports in SecureWatch allow us to know the status of assessments across SeaWorld and where our greatest risk is.
- We can easily compare the data gathered from different sites or rides to identify similar risks and compliance issues.
- Priority of remediating risks and compliance issues can be approached by consolidating actions across all sites and rides. This will allow us to focus on areas where we have the greatest risk exposure and fix those areas first.
- Pulling in crime data for site assessments and rating the data automatically will help us standardize our security assessments.
- We could integrate data we collect now for other assessments into SecureWatch to add additional metrics into assessments automatically like incidents we track or ride down time.

Feedback from the participating team:

We sent a survey to Jason Adams at Busch Gardens Tampa. He was NOT involved in our proof of concept prior to receiving email from communication directly from SecureWatch. After he completed the survey we asked him about his experience. He said:

- I found SecureWatch very simple and easy to use
- I was able to answer all of the questions, enter comments and attach photos without having any training on how to use SecureWatch
- I was able to download a report at my user level, and found it to be easy to understand.
- I was able to jump around in the assessment data much easier in the software than in our current paper forms.
- I think a solution like this would allow SeaWorld to be more in depth on assessments performed.
- Everything was in one place and in a workflow which made the process easy to follow.

RiskWatch proposed the continued use of SecureWatch to manage all types of risk across their business through a single, securely accessed, web-based tool that reduces risk and improves operational effectiveness and efficiency.

SecureWatch Workflow

Create assessment and distribute survey(s)



Assessor completes survey(s) and provides documentation



Compute risk score and identify individual risks



Determine if facility is within your risk appetite



Provide suggested recommendations to facility to reduce risk