



Multi-Billion-Dollar Market Leader Mitigates Global Risk with WhistleBlower Security's *IntegrityCounts* Platform



The Company

Fortune 1000 veterinary market leader with 10,000 employees operating in 100 countries that maintains the highest standards of corporate behaviour.



The Challenge

Quickly discover and resolve issues anywhere in the world before they adversely affect customers, animals, or the company's high-value brand.



The Result

Significant reduction of business risk by empowering employees and customers worldwide to easily and anonymously "see something, and say something."

"In our mission to successfully elevate our workplace culture to world-class standards, WhistleBlower's meticulous QA, top-notch ongoing support, and genuine interest in our success were indispensable."

- Fortune 1000 Global Risk Management Leader

Superior Technology and Great Post-Sales Service are Keys to Hotline Success

As a spin-off from a Fortune Global 500 company, this publicly traded, multi-billion-dollar market leader could have chosen any software partner in the world for its global "Integrity Line" initiative. It even had one of WhistleBlower's top erstwhile competitors as its incumbent software vendor. Yet the company's leadership chose WhistleBlower Security—and has been consistently delighted with this important decision.

Why?

Setting the Integrity Bar High

To understand their choice, it's important to first understand the company's goals. *First and foremost, of course, is compliance.* As a public company, they're required by Sarbanes-Oxley to have an anonymity-protecting whistleblower hotline in place. Such a hotline is also necessary to support compliance with all the other myriad regulatory requirements the company faces as a provider of products and services for animal health in almost 100 countries around the globe.

But company executives have a much higher objective than merely checking off some compliance boxes. After all, its customers are responsible for the care for living beings—whether those living beings are farm animals in the global food supply chain or beloved pets in their homes. *So high customer confidence in the integrity of the company's brand is an absolute must.*

To protect that brand with the utmost vigilance, the company must be able to quickly discover and resolve incipient issues anywhere across its global organization *before* such issues adversely affect its products, its customers, or its customers' animals.

The company's executive leadership is also acutely aware of *the new class of digital business risks.* These risks include mishandling of sensitive customer data—as well as the potential damage to the brand and/or legal exposure that could result from any associated posts on social media.

For these reasons and others, executive leadership decided to do much more than just meet the minimum requirements of their GRC to-do list. Their mission instead was to implement a system to ensure that anyone anywhere in the world who saw anything at all amiss with the company could report it immediately, accurately, and fully—without fear of retribution.

With WhistleBlower Security's *IntegrityCounts*, this Fortune 1000 company is able to:

- **Ensure compliance** with a wide range of worldwide regulatory mandates
- **Protect the brand** from diverse risks that could be amplified on social media
- **Promote** a global company-wide culture of high integrity and accountability

Why WhistleBlower Security?

The engagement with WhistleBlower Security began with a chance meeting between a leader of the company's global risk management initiative and WhistleBlower's President Shannon Walker. The two hit it off right away as they found themselves in a deep discussion about the challenges associated with rigorously ensuring the operational integrity of a global company operating in a market that is both intensely competitive and—given the fact that the company deals with issues that can impact the worldwide food supply chain—*highly scrutinized by multiple regulatory bodies around the world.*

So when this risk management leader set about implementing the company's hotline system following the divestiture from its parent corporation, she naturally included WhistleBlower Security on her short list.

And she was immediately glad she did. WhistleBlower's response to the RFP proved to be vastly superior to any other vendor's—including that of the aforementioned incumbent.

"WhistleBlower clearly addressed what we very specifically outlined in our RFP," she recalls. "Just as important, they didn't load their proposal with a lot of things we *didn't* ask for—which helped keep their proposal within our budget."

The decision to go with WhistleBlower proved wise for many reasons, including:

- Implementation of WhistleBlower's *IntegrityCounts* solution went smoothly and was *completed on time without cost over-runs.*
- WhistleBlower's understanding of the diverse whistleblower protection laws and certification requirements across the nearly 100 countries where the company operates helped ensure *timely and successful deployment.*
- *Integration of IntegrityCounts with ServiceNow*, the company's case management system-of-choice, went smoothly and helped optimize outcomes for incident resolution, hotline reporting, and data analysis.
- WhistleBlower has been *exceptionally responsive to the company's ongoing requests* for system modifications and customization.

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The company's project lead strongly emphasizes that last point with the following advice:

"With a hotline of any significant scale and complexity, you inevitably encounter new requirements and discover opportunities for improvement—especially if you're truly committed to the highest standards in corporate integrity and optimal mitigation of business risk. So you absolutely need a partner like WhistleBlower that does meticulous QA, delivers top-notch ongoing support, and consistently demonstrates genuine interest in your missional success—and not just your money."

Vital Outcomes for Corporate Well-Being

Of course, the company's success has been the result of several other factors besides WhistleBlower's software and support alone. For one thing, the company dubbed the system its "Integrity Line" to better position the system as a positive presence to advance the company's core values—rather than associating it with what most people perceive as the negative of "tattling." The company was also **proactive in educating employees** about the procedures in place to ensure that they can use the Integrity Line without fear of reprisal.

The company's risk management team has proven to be **adept at leveraging insight** it gets from its Integrity Line to determine where in its organization chronic issues have cropped up, where the system appears to be underutilized, and cases where the system is improperly utilized for personal grievances.

Of particular value has been the extension of the Integrity Line to customers, contractors, the veterinary community, and others. This allows the system to act as a powerful unified worldwide early warning system for any immediate and long-term threats to the company's business.

The ultimate outcome is faster, and more reliable nip-it-in-the-bud problem-solving. The system also **empowers company executives to nimbly make big business moves—such as its recent acquisition of a multi-billion-dollar global competitor—with a high degree of confidence** that they can maintain their high standards of corporate behaviour and effectively mitigate risk even as they continue to expand their business.

"Our Integrity Line fosters a robust, unified culture of accountability across a workforce of 10,000 professionals distributed around the planet," declares a company executive. "That's a major competitive advantage, given how easily even seemingly minor incidents can hurt your brand and alienate your customers."