



CASE STUDY

MORGAN FURNITURE GROUP

Large furniture distributor, manufacturer, and retailer with operations across New Zealand and Australia.

- Headquarters: New Zealand
- Number of employees: 220

THE OPPORTUNITY

Morgan Furniture Group was facing a critical cybersecurity gap. With over 220 employees and a significant retail presence, the company stores sensitive customer data, making them a prime target for cyberattacks. However, their existing managed service provider (MSP) lacked the expertise to offer adequate cybersecurity services. With only a small IT team of three and no in-house cybersecurity staff, Morgan Furniture needed a solution that provided comprehensive protection without overburdening their limited resources.

Matt Brooker, the IT Manager, recognized the need for better security after being introduced to SensCy through a La-Z-Boy contact in 2023. **"Cybersecurity is essential for our business,"** Matt explained. **"A cyberattack could have been devastating."**

THE SOLUTION

SensCy quickly stood out to Matt and his team for their partnership-focused approach and straightforward implementation process. One of the key selling points was SensCy's ability to tailor their services to fit Morgan Furniture's specific needs, including their limited IT staff and resources.

"We liked that SensCy didn't pressure us to sign up immediately," Matt shared. *"Their approach of starting at a basic level and gradually building our cybersecurity protections resonated with us. **They took the time to understand our business and our constraints.**"*

"SensCy provides an essential service. They're clear communicators, and they make it easy to manage the relationship."

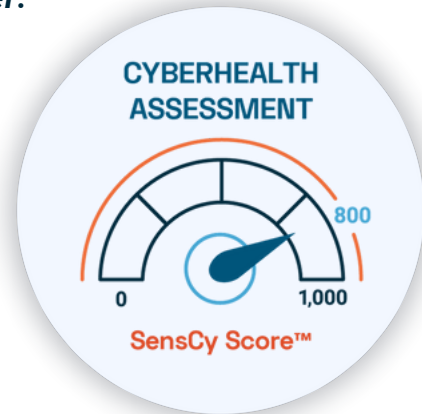
"I would definitely recommend them for cybersecurity protection."

— Matt Brooker, IT Manager
Morgan Furniture Group

SensCy began by assessing Morgan Furniture's cybersecurity posture, using their proprietary SensCy Score™. The initial score of **318** out of **1,000** reflected the urgent need for improvement.

SensCy developed a step-by-step plan that included policy development, staff training, a cyber incident response plan, and continuous follow-up to ensure progress. Over time, the team at Morgan Furniture worked closely with SensCy to improve their security measures.

*"Having regular check-ins with our SensCy Risk Advocate, as well as their clear communication and support, **helped us stay on track**," Matt said. **"They made sure we didn't push cybersecurity to the backburner."***



THE RESULTS

Thanks to SensCy's expertise and support, Morgan Furniture's SensCy Score™ jumped from 318 to **828**, a significant improvement in their cybersecurity posture. *"It's been a game-changer,"* Matt said. *"We now have clear policies in place, a well-defined recovery plan, and ongoing training for staff. **SensCy made us feel accountable and kept us focused.**"*

One of the most noticeable changes has been in employee behavior. Morgan Furniture's staff has become much more vigilant about potential threats. *"Our people are asking questions like, 'Is this email safe?' or 'Should I be clicking on this link?' That awareness simply wasn't there before,"* Matt noted.

The monthly touchpoints, training programs, and webinars offered by SensCy have continued to reinforce this shift. Despite initial concerns about time-zone differences, Matt emphasized that communication has been smooth, and SensCy has always been responsive when needed.

HOW PROTECTED IS YOUR ORGANIZATION?

The first step is understanding your level of risk.

Take our free cybersecurity assessment to find out your organization's cyber health.

[Get your SensCy Score™](#)

"SensCy's training has made a real difference in shifting the culture around cybersecurity."



www.senscy.com



734.276.9891



Info@senscy.com