



CASE STUDY

# Seamless Cyber Defense in Record Time: JM Financial Asset Management Limited Fortified their Cyber Defense with ColorTokens' Zero Trust Microsegmentation

Financial Services  
APAC



## Overview

JM Financial Asset Management Ltd. represents the Mutual Fund business of the JM Financial Ltd Group. It commenced operations in 1994 and is one of the oldest private sector mutual funds in the country. Our strength lies in our growing family of over 25,000+ partners, who are currently servicing approximately 6.62 lakh investor folios. As of 30th September 2024, the Net Assets Under Management (AUM) stood at approximately over ₹12,500 crores.

The AMC desired to improve their cybersecurity posture to better control and monitor their network traffic. They are an existing ColorTokens customer but had not yet enforced the Xshield policies.

With their Director IT & CISO and the Senior Leadership's guidance, multiple discussions around the value of our comprehensive microsegmentation solution led to a decision to enforce security policies within a one-month timeline, which ultimately drove JM Financial Asset Management Ltd to partner with ColorTokens.



Partnering with ColorTokens and implementing their Xshield Enterprise Microsegmentation platform has been transformative for our cyber defense strategy. ColorTokens' Xshield gave us peace of mind, knowing that we were protecting our most valuable assets in an evolving digital landscape. The platform provided us with granular visibility into our network and the ability to enforce zero-trust controls without disrupting our business operations. Furthermore, we successfully restricted lateral movement, and successfully enforced zero trust controls on physical servers, and select endpoint devices of the senior management and the IT team. This approach has not only strengthened our defense against evolving threats but also ensured that we continue to protect our clients' sensitive financial data while remaining compliant with stringent industry regulations. This partnership is a crucial pillar of our long-term cyber defense strategy.

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**Ranjan Patro**

**Director IT & CISO**

# Key Business Drivers:

JM Financial Asset Management Ltd had to implement robust cybersecurity measures, ensuring the protection of sensitive customer data.

Their primary goals were to reduce security risks, gain better visibility into their network, and ensure strong security across the environment without disrupting their operations.



**Need for granular visibility:** Application to Application communication visibility and Endpoint to Application communication visibility.



**Reduction in attack surface and blast radius:** Need to address internal security vulnerabilities and compliance requirements.



**Restrict lateral movement:** To implement controls not only for physical servers but also to limit access to critical data for both Senior Management and the IT team, ensuring enhanced security across all levels.



**Ability to visualize traffic communications** north-south and east-west for traffic originating and terminating on assets where the ColorTokens agents are installed.



**Non-disruptive implementation:** Overall effort reduction in managing their security infrastructure, while ensuring business continuity.

# The ColorTokens Approach:

ColorTokens worked closely with the team at JM Financial Asset Management Ltd and tailored a comprehensive breach ready strategy to prioritize key measures, thereby avoiding any business disruption and ensuring business continuity.

Our team kicked off the project in June 2024, starting with the deployment of Xshield agents across critical systems. After grouping these systems, our team created and tested security policies in a monitoring mode to avoid disrupting operations. The enforcement of these policies was done gradually, beginning with non-critical systems to ensure a smooth process. Throughout the rollout, the ColorTokens team provided prompt, ongoing support and made necessary adjustments.

A phased enforcement strategy was implemented, starting with non-critical systems, which allowed for a smooth and controlled implementation process.

After a successful implementation, Xshield significantly reduced their security risks by isolating the critical systems and improving overall network monitoring. Furthermore, it instantly improved their security posture by giving enterprise-wide controls and then progressed to application-specific zero-trust controls.

## Results and Benefits:

ColorTokens had a well-defined outcome-driven approach for JM Financial Asset Management Ltd to adopt microsegmentation into their network infrastructure. In just a month, the deployment of ColorTokens' Xshield Enterprise Microsegmentation Platform yielded substantial benefits:

- **Enforcing security policies on their critical systems** significantly elevated their security posture across the organization, thereby eliminating lateral movement.
- **Significant attack surface reduction and breach containment.**
- **Rapid deployment without business disruption:** JM Financial Asset Management Ltd achieved immediate visibility and cost savings within a few weeks.
- **Improved compliance:** The solution aided the organization to align with financial industry regulations, reducing the risk of compliance-related penalties.

We were pleased to hear a raving review from the customer after our successful implementation. Additionally, the customer is highly satisfied with the flexibility and rapid response of our support team and is looking to extend our solution into protecting their OT devices as well.

## Conclusion

Partnering with ColorTokens, JM Financial Asset Management Ltd was able to attain complete coverage so there are no soft spots in their cyber defense strategy. The relationship between the JM Financial Asset Management Ltd and ColorTokens teams and a strategic approach to the phased enforcement of security policies were the key success factors of this partnership.

In addition, the comprehensive strategy implemented by ColorTokens not only ensured compliance with regulatory requirements but also provided the customer with the tools to protect their clients' sensitive financial data from evolving cyber threats.

Our tailored solution has enabled them to achieve and maintain breach readiness, ensuring they remain an innovative leader and a frontrunner in the industry. By continually evolving their cybersecurity posture, they are undoubtedly setting new standards for cybersecurity in asset management in the Financial Services industry.

ColorTokens is committed to helping financial institutions like JM Financial Asset Management Ltd fortify their cyber defense. Discover how ColorTokens' Xshield Enterprise Microsegmentation platform can protect your organization's critical assets.

[Sign up for a personalized demo today](#)

### About ColorTokens:

ColorTokens, the leading enterprise microsegmentation company, stops the lateral spread of ransomware and malware within an organization's diverse network topology. The ColorTokens Xshield platform visualizes traffic flows between workloads, devices, and the internet, enforces granular micro-perimeters to stop unauthorized traffic, and isolates crown-jewel assets and compromised systems in response to a breach. ColorTokens protects organizations by stopping ransomware and malware in their tracks, saving millions of dollars in business operations interruption.