

## CASE STUDY



How an integrated approach to security compliance helps Parchment win business opportunities  
*(...and even helped them get acquired)*

INDUSTRY:  
DIGITAL CREDENTIAL  
MANAGEMENT

#1 LARGEST CREDENTIAL  
EXCHANGE IN THE WORLD

6 PARTNER COUNTRIES

165 MILLION+  
CREDENTIALS EXCHANGED

## THE CLIENT

Parchment is the world's largest academic credential management platform and network, helping learners, academic institutions, and employers request, verify, and receive transcripts, diplomas, and other credentials. In 2024, they were acquired by Instructure.

“Being able to leverage the compliance reports we’ve done with 360 Advanced enables a faster speed of delivery in our deal cycles, which we’ve seen with both new sales and renewals.

In addition, getting through our assessments and audits greatly prepared us for the Technical Due Diligence that led up to us being acquired. Being able to say we have a third-party compliance partner – and then show everything we’ve done and our roadmap for what we’re doing next – is evidence that we’re invested and committed to cybersecurity compliance.”



### ERIN ELLIOTT

DIRECTOR OF INFORMATION SECURITY  
PARCHMENT (AN INSTRUCTURE COMPANY)

## CHALLENGES

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Parchment was no stranger to compliance audits. They'd been completing PCI DSS for years and then added in SOC<sup>®</sup> 2, both with different auditing firms. Yet as their business grew and they continued to attract new members, seek out acquisition opportunities, and acquire more companies, **they wanted to find one compliance auditing partner** who could not only provide a deeper and integrated approach to all of their auditing needs, but who could also understand and adapt to the ever-changing nature of their growing business. They knew that **consolidating and expanding their compliance approach would be a key factor** in their ability to secure bigger business opportunities going forward.

## SOLUTION

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Parchment received a recommendation for 360 Advanced. They loved that 360 provided a **broad range of cybersecurity and compliance assessment services**, as well as the strategic guidance and roadmapping to integrate multiple initiatives into a single, streamlined engagement. They also appreciated that **360 focused heavily on learning about their business**, including what their challenges were and what they wanted to achieve with – and because of – their compliance frameworks. Parchment has been working with 360 Advanced since 2022.

## RESULTS

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- An **integrated and adaptive approach** to compliance that now includes PCI and SOC 2, which has allowed them to secure more members and companies
- **Easily added in ISO 27001** when they acquired their biggest international competitor
- **Faster deal cycles** with new sales and member renewals because they can leverage existing compliance reports instead of doing lengthy security questionnaires + security reviews
- Thorough compliance reports and auditor feedback prepared them for the **Technical Due Diligence that led to their acquisition by Instructure**
- **A consistent, deadline-driven and responsive partnership** that helps Parchment ensure they have the right evidence in place for their audits
- **Easy integration** – and communication – between 360 and the Parchment team, both IT and HR

“The integrated approach that 360 provides allows us to expand to other standards or audits when we need to. Because of the control mapping we have already established, it makes it easy to fold new things into our compliance frameworks and continue to grow our business.”

- Erin Elliott

See how our integrated approach to compliance can help your company win more business opportunities. Visit [360advanced.com](https://360advanced.com).

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