

SUCCESS STORY

Inside Maplewave's Shift from Reactive Security to Smarter Risk Management

Maplewave | maplewave.com | **Alliance Partner:** AWS; AWS Marketplace

Canada | Telecommunications, Technology | 200 employees

TrendAI Vision One™ solutions: Cyber Risk Exposure Management (CREM), Security Operations (SecOps), Cloud Security, Email Security, Endpoint Security, Services

The challenge

Consolidating visibility across a rapidly expanding AWS environment

Maplewave builds the retail and point-of-sale (POS) platforms that some of the world's largest telecommunications providers rely on to run their storefronts. Operating in more than 40 countries, they sit at the center of how millions of consumers interact with telecom providers daily. As their customer base expanded, so did their cloud footprint on AWS, with new services, accounts, and workloads continuously coming online.

When Adebayo Ogunleye joined as director of IT two years ago, he saw an opportunity to further strengthen visibility across an environment that had scaled quickly. The security tools in place served specific purposes, and Maplewave strived to simplify operations by consolidating signals across platforms. "We wanted a more unified way to understand activity and risk across our environment," says Ogunleye.

At the same time, emerging AI-driven risks created a need for stronger visibility and governance. Maplewave wanted a single, coordinated view of risk.

The solution

One platform, faster deployment, and flexible scaling

Maplewave streamlined security operations with TrendAI Vision One™, bringing identity, endpoint, container, email, and cloud risk management into a single, industry-leading AI security platform. They also extended the team's reach with XDR and managed detection and response (MDR) services.

The AWS Marketplace purchase experience streamlined adoption. "AWS Marketplace made it easy to go from selection to deployment, getting the right capabilities in place without the usual delays," says Ogunleye.

The platform's credit-based licensing model introduced additional flexibility, allowing the team to reallocate investment across modules as priorities shift. "I can reassign credits based on my unique needs. It's like magic," says Ogunleye. This approach allows Maplewave to align security spend with evolving risk across its environment.



"Our mantra is to embrace AI responsibly, with the right guardrails and controls in place."

Adebayo Ogunleye
Director of IT, Maplewave

“We stopped trying to fix everything. In TrendAI Vision One, we can see which alerts pose risk and tune out the rest,”

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Director of IT, Maplewave

Governing the rise of shadow AI

As AI adoption accelerates, organizations like Maplewave need to proactively govern risks like shadow AI, prompt injection, and potential data exposure through public LLMs. “Our mantra is to embrace AI responsibly, with the right guardrails and controls in place. Without proper controls, we introduce risk,” says Ogunleye.

Through TrendAI Vision One™ AI Security and TrendAI Vision One™ Agentic SIEM capabilities, Ogunleye strengthened AI visibility and supported least-privilege access practices.

Halting email threats before they reach the inbox

Maplewave consolidated email security within TrendAI Vision One™, filtering out malicious attachments, spam, and phishing attempts before reaching users’ inboxes. “The platform helps ensure that unwanted and malicious email is filtered before it reaches users,” says Ogunleye. Consolidating email security reduced vendor complexity and added another data stream into its cross-layer visibility, strengthening detection and response.

Customer service as a differentiator

24/7 security support

Ogunleye no longer views TrendAI™ as a traditional vendor, now describing it as a true partnership. “TrendAI™ MDR extends our monitoring and response capabilities around the clock, giving us confidence that our environment is being watched continuously,” he adds. “I have peace of mind knowing that I don’t have to worry about what’s happening behind the scenes.”

That close collaboration continues through biweekly sessions with his support team, covering threat intelligence, playbook tuning, and platform optimization. The cadence helps Maplewave stay ahead of emerging risk without adding headcount. Broader account and regional teams also stay closely engaged, helping guide decisions and ensure Maplewave is successful. For a lean security team supporting a global platform, that kind of support changes what’s possible.

The results

What followed the platform adoption was a measurable transformation across security operations, risk management, and board-level reporting. Enabled by the platform’s visibility and prioritization capabilities, Maplewave improved vulnerability exposure and reached the target benchmark Ogunleye had set. “We shifted from treating every alert equally to prioritizing the issues that pose the greatest risk. In TrendAI Vision One, we can tune out the noise,” he says.

That same focus is reflected in operations. “Endpoint XDR coverage is now broadly deployed across Maplewave’s environment, while detection times have improved significantly,” says Ogunleye. “We can detect real threats faster and reduce the time it takes to understand and respond to risk.”

The change is also reshaping how risk is communicated. “I can stand in front of my board and say, ‘here is our risk today, and what we’re doing to reduce it,’” says Ogunleye. With far less strain, the security team can focus on more proactive risk reduction. “We spend more time proactively reducing risk rather than treating every alert in the same way,” he adds.

Transform your cybersecurity approach

Discover how TrendAI Vision One™ enables companies like Maplewave to AI fearlessly.

Learn more today.

trendaisecurity.com/visionone

About TrendAI™

TrendAI™, the global AI security leader and enterprise business unit of Trend Micro, empowers organizations with full AI visibility and consolidated security that inspires confidence, drives innovation, and eliminates risk.

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