



HOW CRESTA ACHIEVED A
BEST-IN-CLASS AI PLATFORM

WHERE SECURITY AND GRC
ARE CRITICAL

Introduction

In today's rapidly evolving AI landscape, security and compliance are critical for organizations that leverage artificial intelligence to enhance business operations. Cresta, a leading contact center AI platform for human and AI agents, recognized the need for a robust AI security and compliance framework to maintain its competitive edge and build trust with its customers. By partnering with AllTrue.ai, Cresta implemented cutting-edge AI Trust, Risk, and Security Management (TRiSM) capabilities, enabling them to rapidly achieve ISO 42001 compliance and solidify their position as the most secure and trustworthy AI platform in their industry.



The Challenge: Ensuring AI Security and Compliance at Scale

With the rapid growth of Cresta and the fact that it has always been super-focused on ensuring AI security, trust, and responsibility, the company partnered with AllTrue.ai to deliver a comprehensive set of tools to cover the entire TRiSM spectrum. Cresta needed a solution that could:

- Continuously assess and mitigate AI security risks
- Automate compliance with evolving AI regulations
- Provide real-time visibility into AI assets and security posture
- Deliver tangible proof of security and compliance to customers

And this was only the first phase.

The Solution: AllTrue.ai's TRiSM Platform

To address these challenges, Cresta turned to AllTrue.ai's industry-leading TRiSM platform. The platform provided a comprehensive suite of AI security and compliance capabilities, including:

AI Red Teaming and Penetration Testing

Cresta leveraged AllTrue.ai's AI red teaming and pentesting capabilities to validate their innovative AI chatbots and applications and mitigate potential security risks before they could be exploited. This rigorous testing process helped Cresta stay ahead of emerging threats and maintain a resilient AI infrastructure while at the same time prove to their customers that they offer the world's best and safest solutions.

AI Security Posture Management and Inventory Discovery

To maintain continuous visibility into its AI resources, Cresta utilized AllTrue.ai's real-time inventory discovery and AI security posture management features. These tools provided Cresta with an up-to-date catalog of all its AI assets, along with real-time security assessments and automated risk mitigation.

Automated Compliance and ISO 42001 Certification

With AI regulations becoming increasingly complex, Cresta needed a solution that could simplify compliance and certification efforts. AllTrue.ai's automated compliance capabilities helped Cresta to seamlessly align with regulatory requirements, ultimately making it the first company in its space to achieve ISO 42001 certification. The artifacts generated by AllTrue.ai's platform provided Cresta with the necessary documentation to demonstrate compliance and security excellence to regulators, auditors, and customers.

The Result: A Secure, Trustworthy, and Industry-Leading AI Platform



By implementing AllTrue.ai's TRiSM platform, Cresta has transformed its AI security and compliance posture, delivering tangible benefits that set it apart from competitors:

- First-in-Industry ISO 42001 Compliance: Cresta's achievement of ISO 42001 certification underscores its leadership in AI security and trustworthiness.
- Proactive AI Security: Continuous AI red teaming, pentesting, and real-time security posture management ensure that Cresta's AI models remain resilient against threats.
- Customer Confidence and Competitive Differentiation: By leveraging AllTrue.ai's security artifacts, Cresta demonstrates to customers that its AI platform is the safest and most compliant in the industry.
- Regulatory Readiness: Automated compliance ensures that Cresta stays ahead of evolving AI regulations without slowing down innovation.

Conclusion

The Future of AI Trust Security and Compliance Management with AllTrue.ai

Cresta's partnership with AllTrue.ai has set a new benchmark for AI security and compliance in the contact center industry. By leveraging the power of AllTrue.ai's TRiSM platform, Cresta has built a secure, trustworthy, and fully compliant AI ecosystem that not only meets regulatory requirements but also instills confidence in customers.

