

JOURNEYTRACK EXPANDS GLOBALLY AFTER ACHIEVING SOC 2 AND ISO 27001

AT A GLANCE

JourneyTrack is a leading customer journey management SaaS platform that helps brands create, govern, and democratize personas and end-to-end user journeys across the organization, harnessing actionable insights and benchmarking improvements over time to deliver ideal customer experiences—globally.

THE CHALLENGE

As a rapidly growing company in the customer journey management space, JourneyTrack knew that establishing trust and credibility with their clients was crucial. From the outset, they embedded security and compliance into their operations, making SOC 2 attestation a priority. As JourneyTrack expanded its reach beyond the U.S., they recognized the need for ISO 27001 certification, which is more widely recognized internationally, especially in Europe where customer experience management is more advanced.



To support their global ambitions, achieving both SOC 2 and ISO 27001 was not just about meeting regulatory requirements but also about positioning themselves as a trusted, secure partner in a competitive market.

The challenge lay in navigating the complexities of obtaining both attestations simultaneously. JourneyTrack sought to optimize their resources and needed to avoid potential misalignments caused by working with multiple auditors. Additionally, JourneyTrack sought to minimize the impact on their day-to-day operations, ensuring that their team could focus on growth and product development rather than getting bogged down in the details of compliance.

JourneyTrack also faced the practical challenges of coordinating the audits across a global team, with members based in different time zones. They needed a partner who could provide flexibility and adaptability to work with their unique operational dynamics.

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SOC 2 is not as recognized in other parts of the world, whereas ISO is. So for us to truly be a global company, it was essential to have both.

Claudia Panfil,
Chief Marketing Officer

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THE SOLUTION

To address JourneyTrack's challenges, BARR Advisory provided a comprehensive and coordinated audit approach, leveraging their expertise in both SOC 2 and ISO 27001. BARR streamlined the audit process, reducing redundancies and creating a clear, efficient path to compliance. This not only saved JourneyTrack valuable time and resources but also ensured that they received consistent, cohesive guidance from a single point of contact throughout the engagement.

The BARR team's expertise in both SOC Type 2 and ISO was incredibly valuable in guiding us through the requirements of both standards, clarifying where they aligned and where they diverged.

Ania Rodriguez, CEO and Founder

BARR also tailored their approach to accommodate JourneyTrack's specific needs. Understanding the challenges of coordinating across different time zones, BARR offered flexible scheduling and proactive communication to ensure that the audit process remained smooth and manageable. The use of BARR's Quickbase tool further enhanced the experience by providing full visibility into the audit's progress, facilitating streamlined data collection and clear communication of deadlines.

Our team was impressed by BARR's flexibility and adaptability regarding our schedule. With team members based in Argentina, navigating time differences and scheduling conflicts was made much easier thanks to BARR's accommodating approach.

Ania Rodriguez, CEO and Founder

Furthermore, BARR's emphasis on a client-first approach resonated with JourneyTrack's own values of humanizing the customer experience. BARR's auditors were approachable and communicative, creating an environment where JourneyTrack felt supported and understood. By offering guidance that was clear, practical, and tailored to JourneyTrack's operational context, BARR helped them navigate the complexities of both SOC 2 and ISO 27001 audits with ease, ultimately setting them up for success in their compliance journey and beyond.

THE RESULTS + BENEFITS

With BARR Advisory's guidance, JourneyTrack successfully achieved both SOC 2 and ISO 27001 compliance, enhancing their credibility and trustworthiness, especially in international markets. These attestations streamlined JourneyTrack's client security reviews process, reduced sales cycle friction, and positioned them as a secure and reliable partner in the customer journey management industry. BARR's coordinated audit approach gave JourneyTrack a competitive advantage, helping them close deals more efficiently and supporting their global expansion goals.

Beyond achieving compliance, the process reinforced JourneyTrack's commitment to security and operational excellence. The streamlined audit approach allowed JourneyTrack to maintain focus on their core business while building a strong foundation of trust with clients. The positive impact on customer satisfaction and retention, along with improved market positioning, underscores how BARR's partnership enabled JourneyTrack to meet compliance standards in a way that directly supports their mission to humanize the customer experience.



Competitive Advantage



Enhancing Credibility



Streamline Processes



Support Global Expansion



Reduce Sales Cycle Friction



Building Client Trust