



250+ Detection Rules Migrated **in Seconds:**

How Auto Club Group Evolved SecOps
with ReliaQuest GreyMatter and Google SecOps

200%+

Improvement in Total
Visibility

80%

Reduction in Event and
Alert Noise

70%

Reduction in Mean Time to
Respond

The Overview: ACG’s Path to Operational Resilience Driven by ReliaQuest GreyMatter

The Auto Club Group (ACG) is the second largest and fastest-growing American Automobile Association (AAA) club in North America, trusted by over 13 million members and supported by 10,000+ employees. Guided by their mantra of “always doing what’s right,” ACG places the highest priority on protecting its customers, their data, and its own operations.

ACG's partnership with ReliaQuest spans over a decade, during which time ACG seamlessly integrated security ecosystems from multiple acquisitions into the GreyMatter platform. This integration boosted their MITRE coverage by 83% and significantly enhanced visibility across 14 states, creating their first unified and proactive security posture.



With GreyMatter, ACG transformed its security operations, reducing alert noise by 80% and accelerating response times by 70%, all while seamlessly migrating 250+ detection rules into Google Chronicle in seconds.

Industry: Automotive and Membership Services

Founded in 1902, The Auto Club Group (ACG) is North America’s second-largest American Automobile Association (AAA) club, serving more than 13 million members across 14 states. Offering roadside assistance, travel services, insurance, and financial products, ACG has earned its reputation as a trusted leader in automotive and membership services through its commitment to safety, reliability, and customer trust.

The Situation: Legacy SIEM Falls Behind ACG's Expanding Infrastructure

As ACG expanded its operations and adopted modern cloud technologies, their legacy on-premises SIEM struggled to keep pace, exposing critical gaps in infrastructure and workflows.

- Expanding Attack Surface:** Growth across SIEMs, cloud environments, and interconnected applications increased risks and complicated threat identification and mitigation.
- Limitations of Legacy Tools:** Disconnected cloud solutions and outdated SIEMs created operational bottlenecks and fragmented visibility, hindering data unification and timely threat response.

“The sheer scale of data and alerts was overwhelming. Without effective prioritization, our analysts risked drowning in the noise. We needed a platform that could cut through irrelevant alerts and focus on what really matters.

Gopal Padinjaruveetil, Chief Security Officer
at Auto Club Group

ACG needed a scalable platform to modernize security operations while preserving workflows and unifying tools.



The Solution: Scalable and Unified Security Operations Achieved with Google SecOps and ReliaQuest GreyMatter

GreyMatter’s modular architecture helped ACG modernize security operations and adapt to their expanding attack surface.

With GreyMatter, ACG completed their migration from Splunk to Google SecOps ahead of schedule, maintaining continuous threat detection and response throughout the process.

Seamless Telemetry Migration with Universal Translator

Automating ingestion and normalization of log data from **38 critical sources**, including **AWS CloudTrail**, **Azure AD**, and **Cisco Meraki**, GreyMatter ensured comprehensive visibility while reducing errors and eliminating manual handling.

Tailored Threat Coverage with GreyMatter Detect


GreyMatter migrated 250+ detection rules into Chronicle in seconds. Customized for ACG’s environment, these rules delivered immediate threat coverage and uninterrupted response capabilities during the migration.

Real-Time Validation with Automation


GreyMatter’s automation tools validated log ingestion, detection rules, and alert generation, identifying and resolving gaps instantly. This optimized ACG’s security posture and ensured operational resilience.

The Outcome: 200% Visibility Improvement Across Google SecOps and Integrated Tools


GreyMatter transformed ACG’s security operations by centralizing tools and workflows. Integration across endpoints, email security, CASBs, and more enabled seamless collaboration and proactive threat management.

**200% Threat Visibility Improvement:**


Unified data across their attack surface enabled faster identification of threats.

**80% Alert Noise Reduction:**

AI-driven filtering reduced noise, allowing analysts to focus on high-risk threats.

**70% Reduction in Mean Time to Respond (MTTR):**

Automation and advanced analytics accelerated response times, minimizing incident impact.

**Unlimited Scalability:**

Enabled by Chronicle’s cloud-native architecture and GreyMatter’s unified platform, ACG processed massive data volumes without infrastructure constraints or escalating costs.


“ Cybersecurity is a game of speed. The attacker’s velocity is increasing, and we needed to match that pace. GreyMatter helped us accelerate detection, investigation, and response times, and together we’ve increased our threat coverage by over 200%.

Gopal Padinjaruveetil, Chief Security Officer at Auto Club Group

ACG and ReliaQuest: Powerful, Resilient Security Operations a Decade in the Making

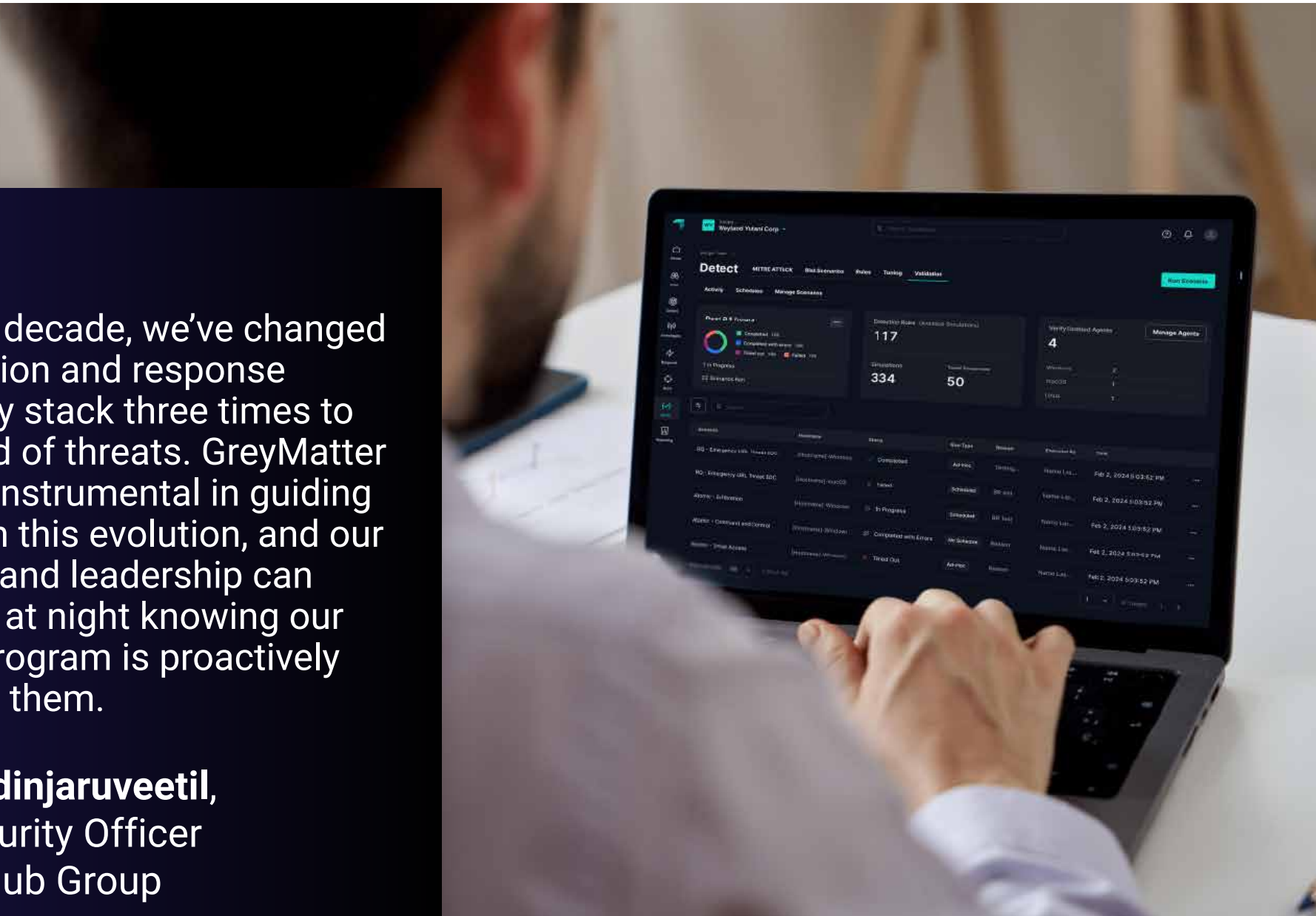
ReliaQuest’s decade-long partnership with ACG has transformed their security program into one that is scalable, proactive, and highly effective.

Powered by GreyMatter’s modular architecture, ACG gained the agility to anticipate and respond to evolving threats while maintaining continuous protection. Together, ACG and ReliaQuest are building a security model that’s prepared for the future.




In the last decade, we’ve changed our detection and response technology stack three times to stay ahead of threats. GreyMatter has been instrumental in guiding us through this evolution, and our members and leadership can sleep well at night knowing our security program is proactively protecting them.

Gopal Padinjaruveetil, Chief Security Officer at Auto Club Group



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