

Building an Ecosystem: How Landal Unified Visibility and Control During a Park Merger

91%

MITRE ATT&CK Coverage

85%

Reduction in Mean Time to
Respond (MTTR).

800+

Detection Rules Deployed

Overview

Landal is a leading vacation park company with 300 parks across Europe, making it the largest exclusive holiday park rental organization in the Netherlands. Operating in 11 countries, Landal has a clear mission: to become the number-one destination for nature-filled holidays.

However, their ambitious growth strategy—which involved a major merger—presented significant challenges to their nascent cybersecurity operations. Landal needed a solution to unify its security operations, streamline a fragmented infrastructure, and provide visibility across its IT environments. The goal was to empower their small team to shift focus to strategic priorities, supported by robust technology, automation, and orchestration capabilities.



Despite the challenges of a major merger and a lean security operations team, leading vacation park company Landal used GreyMatter to unify disparate IT systems, achieving an **81% increase in visibility and 85% lower threat response times.**

Industry: Tourism

Landal is the largest exclusive operator of nature-based vacation properties in the Netherlands and a global leader in the management, administration, and rental of holiday parks. Formed through the 2023 merger of Landal GreenParks and Roompot, Landal offers more than 30,000 thoughtfully designed accommodations across 11 European countries. Each property provides guests with a personalized and immersive experience in nature. Supported by a team of 3,000 employees, Landal welcomes millions of guests each year and continues to build on its reputation as a rising leader in Europe's luxury holiday market.

The Situation

When Michael Payne stepped into the role of Head of Information Security in early 2024, Landal was at the start of its cybersecurity journey. Building a mature security program from scratch was already a tall order; doing so amid the complexities of a major merger made the challenge even greater.

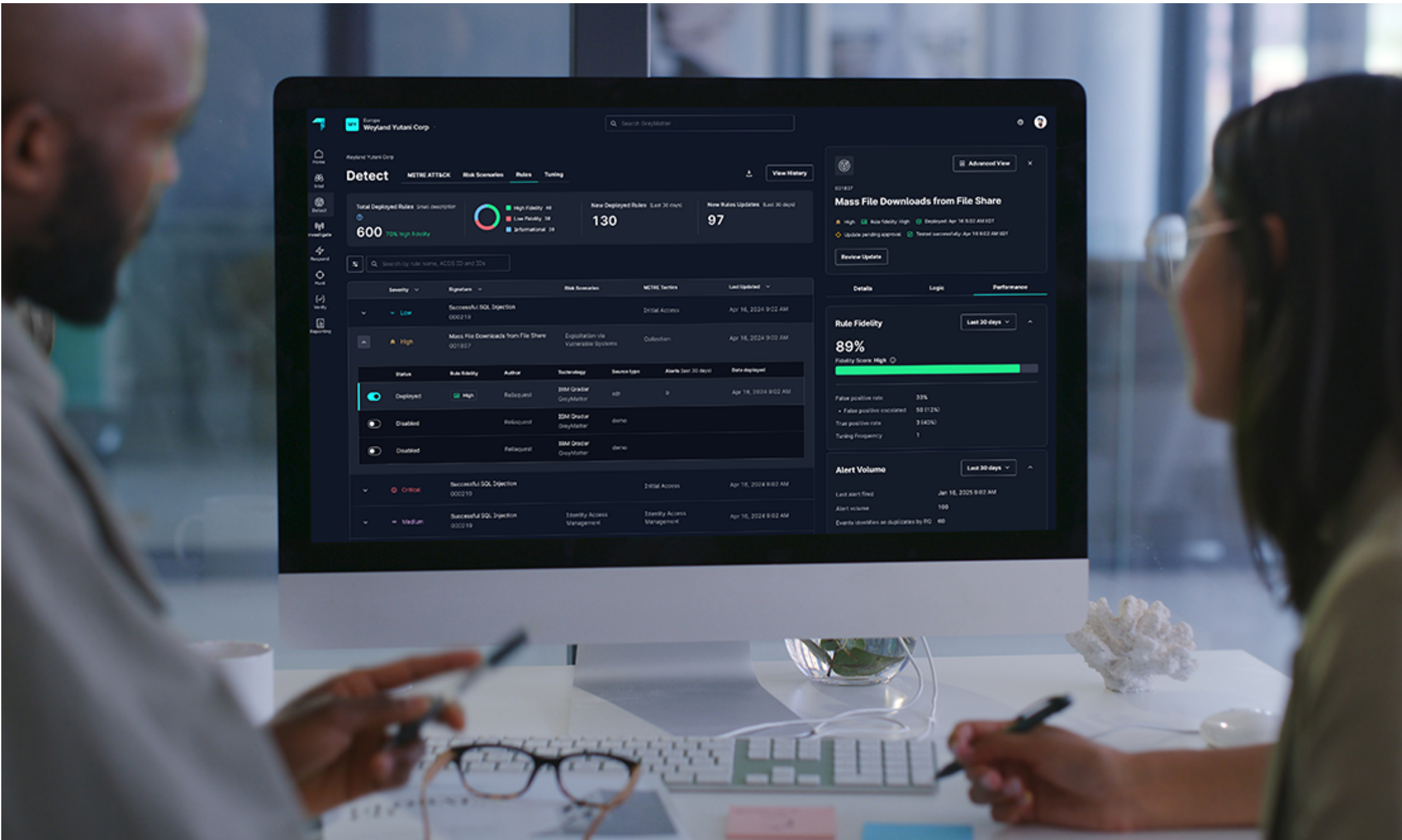
The merger introduced a host of complications: legacy platform migrations, IT system consolidation, and user unification across hundreds of parks. Landal’s IT landscape was a patchwork of directly managed parks and franchise-operated parks, with varying levels of connectivity. This fragmented environment created noise and reduced visibility, leaving Payne’s team struggling to react quickly to threats.

“ Visibility is one thing, but having control and being able to act quickly in that somewhat chaotic environment is another.

Michael Payne, Head of Information Security at Landal

With limited resources and a constrained budget, Landal needed a solution that would:

- ✓ Unify and increase visibility into their IT environments.
- ✓ Simplify security operations and reduce noise.
- ✓ Automate processes to free up resources for strategic priorities.
- ✓ Scale effectively to support growth.



The Solution

To meet these challenges, Landal partnered with ReliaQuest GreyMatter, chosen for its ability to integrate seamlessly with their existing Microsoft security stack and flexibility to accommodate future tools. For a company undergoing rapid transformation, this adaptability was crucial.

GreyMatter delivered the visibility, automation, and scalability Payne’s team needed to transform their operations during the merger.

Several key features of GreyMatter played a pivotal role in Landal's security journey:

GreyMatter Detect:

By centralizing detection capabilities, GreyMatter unified Landal's technologies into a single command center. Detection rules authored by ReliaQuest and other vendors like Microsoft are deployed across all tools, enabling Payne's team to detect and respond to threats faster and more efficiently.

Agentic AI for Noise Reduction:

GreyMatter's AI-enriched investigations cut through the merger-induced noise, prioritizing genuine threats and providing context for faster decision-making.

"You have to know whether it's really a fire or just a bit of smoke," Payne explained.

Automated, Streamlined Workflows:

With limited resources, automation was essential. GreyMatter enabled Landal to deploy 30 automated response playbooks within two months, streamlining operations and reducing manual workloads, allowing the team to focus on strategic initiatives. The team continues to add automated response playbooks as part of its growth strategy.

Response Anytime, Anywhere:






GreyMatter's mobile app offered Payne the ability to see and manage incidents on-the-go.

"It seems like a small thing," Payne noted, "but being able to take action on the spot without being tied to a desk is huge."

Scalability to Support Growth:

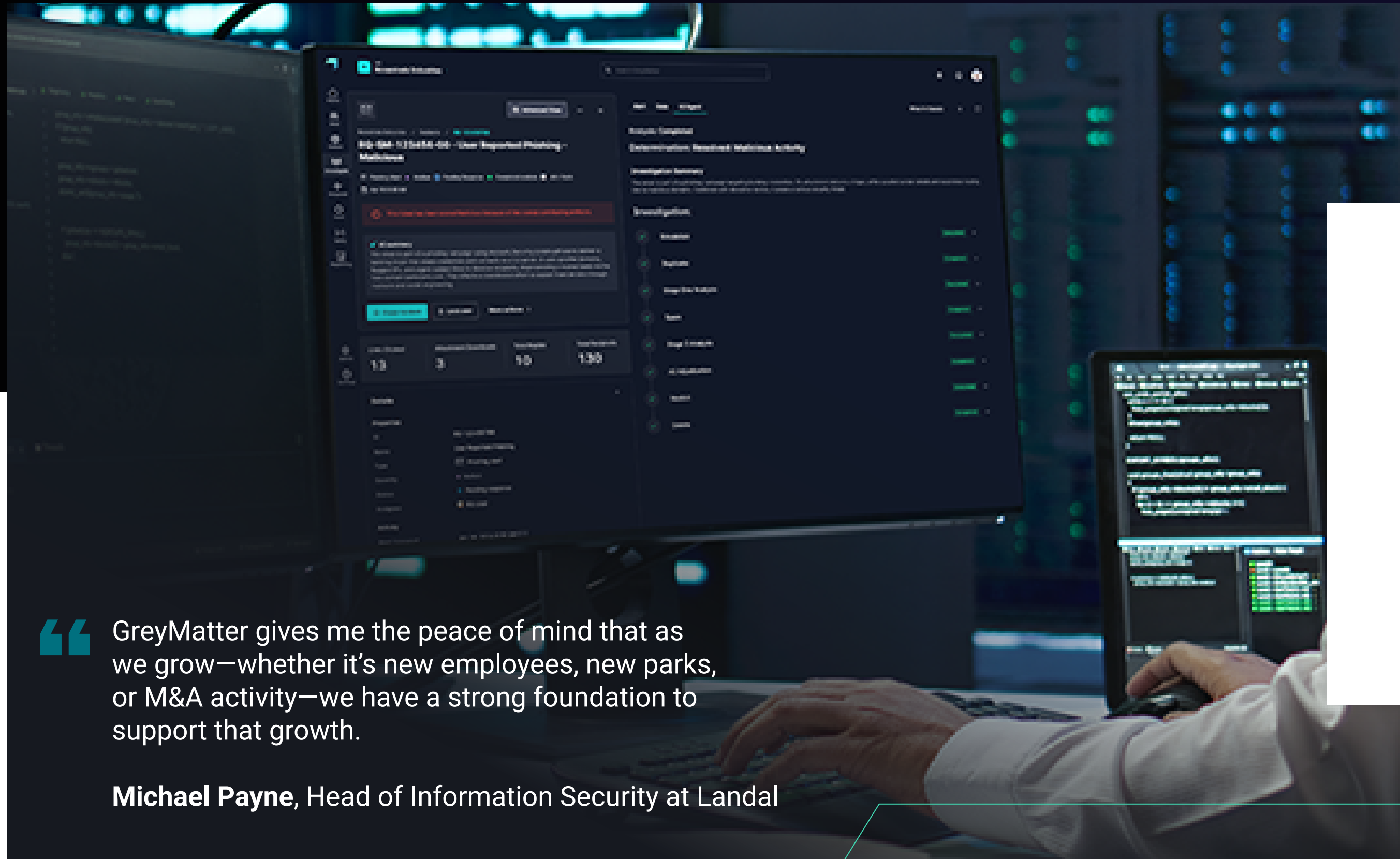
GreyMatter's tech-agnostic design—powered by the Universal Translator and bi-directional APIs—ensured Landal's security operations would scale alongside its ambitious growth plans.

The Outcomes

Landal's partnership with ReliaQuest GreyMatter delivered transformative results:	 91% MITRE ATT&CK coverage to strengthen detection capabilities.
 30 Automated Response Playbooks deployed in just two months.	 85% reduction in mean time to respond (MTTR).
 Deployed 800+ detection rules	 Integrated 14 tools on day one

“ GreyMatter allows us to grow over time. It integrates seamlessly with our Microsoft environment, unifies our wider security tooling, and gives us the flexibility to adapt to future needs. It reduces noise and helps us optimize costs while ensuring we're prepared for what's next.

Michael Payne, Head of Information Security at Landal



“ GreyMatter gives me the peace of mind that as we grow—whether it’s new employees, new parks, or M&A activity—we have a strong foundation to support that growth.

Michael Payne, Head of Information Security at Landal


The Landal and ReliaQuest Partnership

The partnership between Landal and ReliaQuest is more than a solution—it’s a foundation for sustainable security growth.

By leveraging ReliaQuest GreyMatter, Landal has transformed its security operations and positioned itself for long-term success. As the company continues to expand, adopt new technologies, and navigate future mergers, its partnership with ReliaQuest ensures its security program remains agile, scalable, and ready to meet the challenges ahead—all while allowing Landal to focus on growth without compromising security.



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