

From Fragmented Security Operations to a Unified Fusion Center

How TD Bank Enhanced Incident Response on the ServiceNow® Platform With NewRocket



The Customer

- **Company:** TD Bank
- **Industry:** Financial Services
- **Location:** North America
- **ServiceNow Offering:** Security Incident Response

TD Bank is one of the largest banks in North America and ranks sixth in the "Top 50 World's Safest Commercial Banks" by Global Finance Magazine. As a global systemically important bank (G-SIB), TD operates in a highly regulated environment, where rapid threat response and security oversight are critical to protecting operations and customer data.



The Challenge

As security threats grew more complex, **TD Bank needed a more efficient, fully integrated security operations model.** To enhance coordination across its seven investigative units, the bank aimed to adopt a Fusion Center — an intelligence-driven approach inspired by post-9/11 security operations.

However, **fragmented workflows and manual processes caused delays in intake, triage, and escalation.** The lack of a secure containment and remediation system left critical gaps in the incident lifecycle, while limited executive visibility made it difficult to assess risks and make informed decisions. **Without a centralized, collaborative approach, TD's response times suffered, increasing overall risk exposure.**



The Solution

Giving Security Teams a Clearer, Faster Way to Respond to Threats

NewRocket partnered with TD Bank to design and implement a ServiceNow-driven security incident response solution, aligning with the bank's Fusion Center model.

01 | Centralized Communication and Coordination

NewRocket built a centralized platform to manage incident intake, investigation, and tasking across all seven investigative units, eliminating manual inefficiencies.

02 | Highly-Secure, Controlled Investigations

Advanced security measures ensured secure containment and post-incident investigations, maintaining data integrity and privacy across both on-network and off-network environments.

03 | Standardized Processes and Shared Insights

NewRocket developed standardized workflows that aligned all security teams, enabling cross-functional collaboration, pattern identification, and faster threat response.

By integrating these solutions into TD Bank's Fusion Center, NewRocket delivered a unified, intelligence-driven security operations model, improving response times, visibility, and collaboration.



The Results

Through its partnership with NewRocket, TD Bank successfully enhanced security operations, incident response, and investigative collaboration, achieving:



Improved security maturity with TD's NIST Incident Response score rising from 3.2 to 3.53



200% increase in user adoption, reducing reliance on disparate systems and streamlining security operations



30 hours saved per month by compressing incident resolution times from months to weeks



Stronger executive oversight, with leadership gaining real-time visibility into incidents and investigations



Improved auditing and compliance with a trackable incident response framework aligned with regulatory standards



Ready to Strengthen Your Security Operations?

See how NewRocket can help your business modernize security operations, improve collaboration, and accelerate incident response with ServiceNow solutions. Visit newrocket.com to learn more.



NewRocket gave us the white-glove treatment in every sense of the term. Their team was highly skilled, and what we expected to be a highly complex, multi-swim lane project was delivered expertly, professionally, and on time.

— TD Bank Chief Business Stakeholder & Global Delivery Leader