BetterCloud

SaaSOps STARS

30+ Companies That Forever Changed SaaS Management & SaaS Security

VOLUME 1

SaaSOps

a practice referring to how software-as-a-service (SaaS) applications are **managed** and **secured** through centralized and automated operations (Ops), resulting in reduced friction, improved collaboration, and better employee experience.

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BetterCloud

SaaSOps STARS

Years ago, SaaS skeptics urged the world not to move to the cloud. They were apprehensive about storing data on servers and systems that they did not control. But today, SaaS has become the de facto delivery model for core business applications. We now live in a **best-of-breed world** where **employee experience and productivity** mean everything.

Offering a variety of SaaS applications to serve each need is now seen as a necessity for organizations. This is what we call the **digital workplace**. And the business impact is massive. When done well, it reduces friction and unlocks the promise of SaaS. **This movement is SaaSOps**.

While everyone is talking about SaaSOps, it is important to recognize the SaaSOps professionals who are at the vanguard of this movement. They are changing the face of IT—managing and securing technology in new ways, enabling users to do their jobs more effectively, and defining best practices in the digital workplace.

As part of BetterCloud's support for the growing SaaSOps movement, we are paying homage to the SaaSOps Stars who have been trailblazers for their organizations. We hope you're as inspired as we are and join the SaaSOps community in this movement.

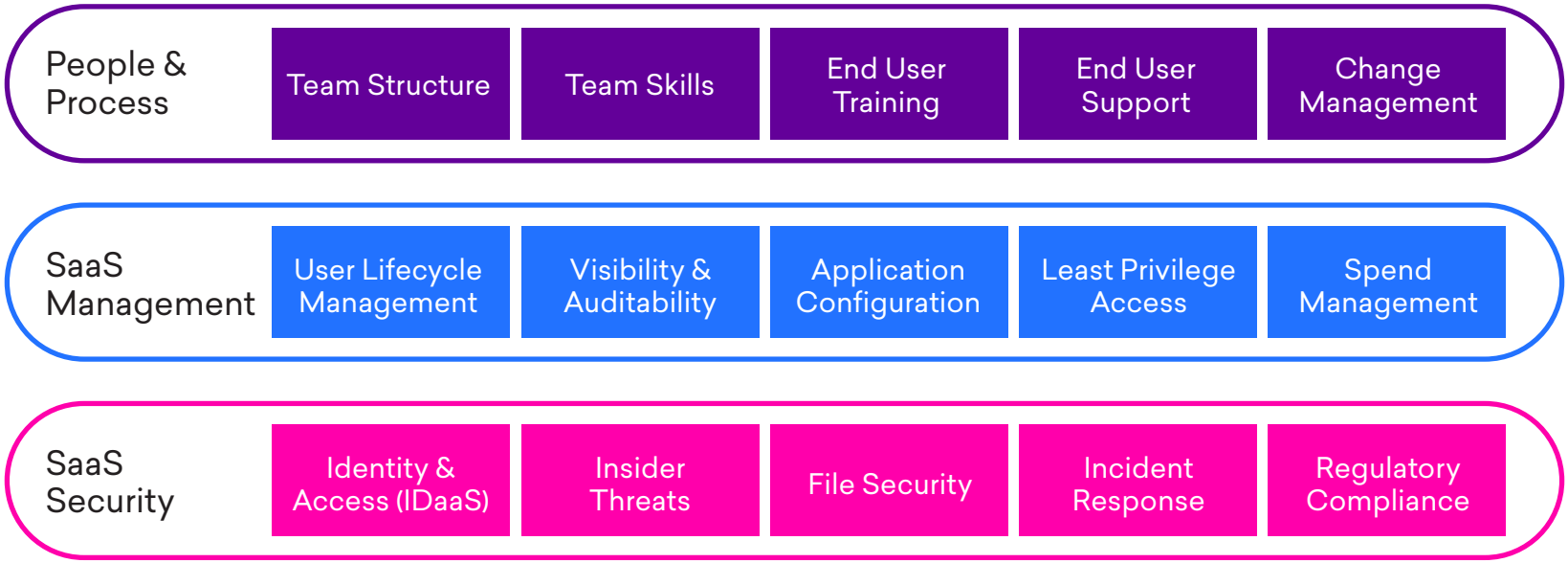
Let's make history together.



Sincerely,
David Politis
CEO & Founder
BetterCloud

The SaaSOps Framework

SaaSOps encompasses new processes, skills, and responsibilities for IT in today's digital workplace.



tweet this

The three practice areas of SaaSOps:

People & Process

SaaSOps professionals have to determine what skills are needed for their team and how to structure their team for success. They are in charge of training end users to get the most out of SaaS and optimize their productivity. If their organization is not already on SaaS, they are the leaders in preparing and supporting their organization for a successful transition to SaaS.

SaaS Management

SaaSOps professionals are in charge of managing onboarding, offboarding, and any changes that occur throughout a user's lifecycle. These users need just enough access to do their jobs, and SaaSOps professionals are the keyholders for that access. On top of that, they need to ensure that all of their SaaS applications are configured correctly, all the while viewing and auditing all user interactions across these SaaS applications.

SaaS Security

SaaSOps professionals are responsible for mitigating insider threats, whether accidental or malicious. They also need to guarantee the security of their sensitive data and be prepared to address any potential security threats that arise, all while remaining compliant with laws, regulations, and guidelines for their industry.

When combined, these comprise the practice of SaaSOps.
This new role of IT has yielded a collaborative, frictionless experience for employees.



SaaSOps Stars: Volume I

30+ Companies That Forever Changed SaaS Management & SaaS Security

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BADGES



A unicorn refers to any startup company that has reached a $1 billion dollar market value as determined by private or public investment.





BetterCloud launched its SaaSOps Stars Awards, the first awards ceremony to recognize outstanding SaaSOps practitioners, at its Altitude conference in 2018. Winners include individuals and teams who achieved excellence through their SaaSOps practice.

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CIOs of Tomorrow

"Thanks to BetterCloud, I don't have to manually monitor or worry about **data exposure**."

ROSE LAYTON
Strategic Technology Partner

Strada
EDUCATION NETWORK



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Achievement First

SAAS APPS CONNECTED:



Achievement First puts automation in the service of education with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, visibility and auditability, incident response

CHALLENGE:

Achievement First is a network of 37 charter schools in New York, Connecticut, and Rhode Island that strives to bridge the achievement gap by coupling together high expectations, outstanding education, and best-of-breed technologies. Digital learning programs such as ST Math and Zearn promote deep conceptual understanding. However, the use of SaaS in the classroom also carried risks that student information would be inadvertently exposed or that students would connect to sites that exposed the school to malware.

SOLUTION:

- Implemented BetterCloud to gain visibility into third-party applications students were connecting to their school accounts
- Streamlined account creation with automated workflows
- Set up alerts to monitor changes in Achievement First's SaaS environment
- Created audit trails and alerts for security

RESULTS:

- Reduced onboarding and offboarding time by 75%
- Improved consistency by more than 80%
- Strengthened security posture
- Protected students from inadvertently connecting to unsafe sites



> “Before BetterCloud, we did not have visibility into the applications that students were connecting to their school accounts.”

Marques Stewart,
Senior Director of Network Infrastructure, Achievement First

THE acme NETWORK

SAAS APPS CONNECTED:



The ACME Network gains visibility with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability, incident response, file security, regulatory compliance

CHALLENGE:

The ACME Network brings the workplace—its world-class experts, standards, and practices—into the educational environment on an ongoing basis, leveling the playing field for all learners, closing the gap between school content and industry expectations, and facilitating seamless college and career pathways for students in middle school through college. At the ACME Network of Schools, educators embed technology early (and everywhere) in the classrooms. For a rapidly scaling organization like ACME, relying on multiple SaaS applications like Slack and Zendesk is a must. They previously used GAM for onboarding and offboarding, but found it to be too dangerous and unreliable for multi-step processes.

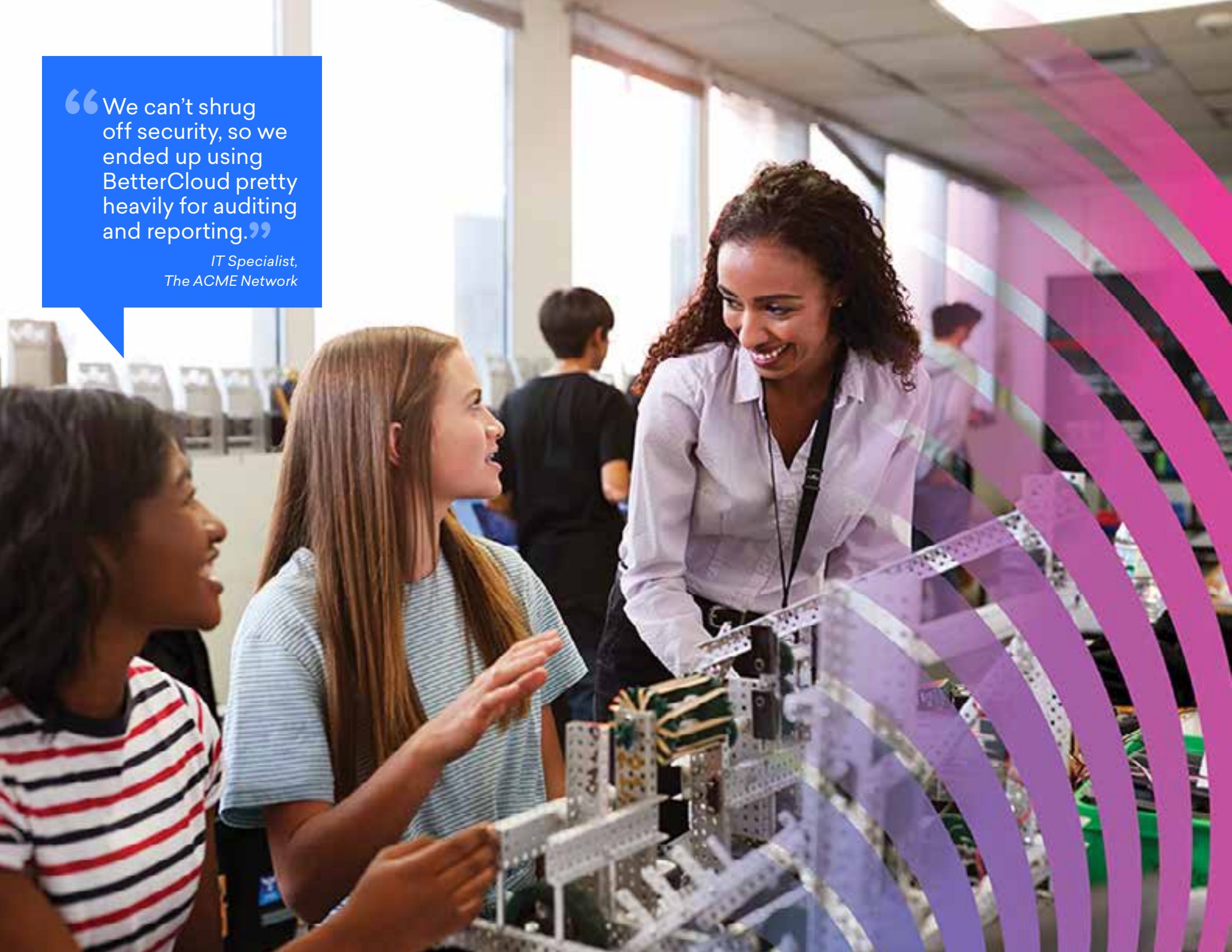
SOLUTION:

- Relied on BetterCloud to securely manage user lifecycle changes, which has reduced their time spent offboarding by 83% and onboarding by 94%
- Saved $15,000+ in unused license costs and was able to automate the process of securely offboarding and transferring the data in these applications, before deleting the licenses
- Uncovered a dangerous setting applied to over 800,000 Google Drive documents and remediated the problem in seconds

RESULTS:

- In a fast-paced, multi-SaaS environment, they now operate efficiently and securely
- The IT team relies on BetterCloud to offboard all of their users, taking no more than five minutes per user
- The team is empowered to gain visibility into their files and permissions

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> We can't shrug off security, so we ended up using BetterCloud pretty heavily for auditing and reporting.

IT Specialist,
The ACME Network

CHARTER ONE

SAAS APPS CONNECTED:



Charter One makes the grade with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, file security, regulatory compliance, application configuration

CHALLENGE:

What if schools could focus exclusively on educating their students? An all-inclusive education management organization headquartered in Chandler, Arizona, Charter One handles academics, operations, finance, marketing, HR, IT, health, facilities, and compliance for PK-12 charter schools in Arizona, Nevada, North Carolina, and Florida. Centralization reduces costs and drives higher quality, but it also means a lean team of nine SaaSOps professionals had to find a way to serve 14 schools and 11,000 students.

SOLUTION:

- Automatically added students and staff to applications such as G Suite, Office 365, Slack, and Box
- Automated enforcement of security policies
- Alerts keep IT abreast of changes in the SaaS environment
- Content Scanning allows IT to track personal or confidential information

RESULTS:

- Increased IT productivity through automation
- Heightened operational intelligence
- Strengthened security posture with the consistent application of policies
- BetterCloud's automated workflows multiplied the impact of Charter One's IT team



> “As my team grows, I’m finding more and more ways to make our schools more secure by using BetterCloud.”

Jason Perez,
IT Director,
Charter One

New Visions for Public Schools

SAAS APPS CONNECTED:



New Visions for Public Schools gives extra credit to BetterCloud for SaaS visibility

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability, file security, incident response

CHALLENGE:

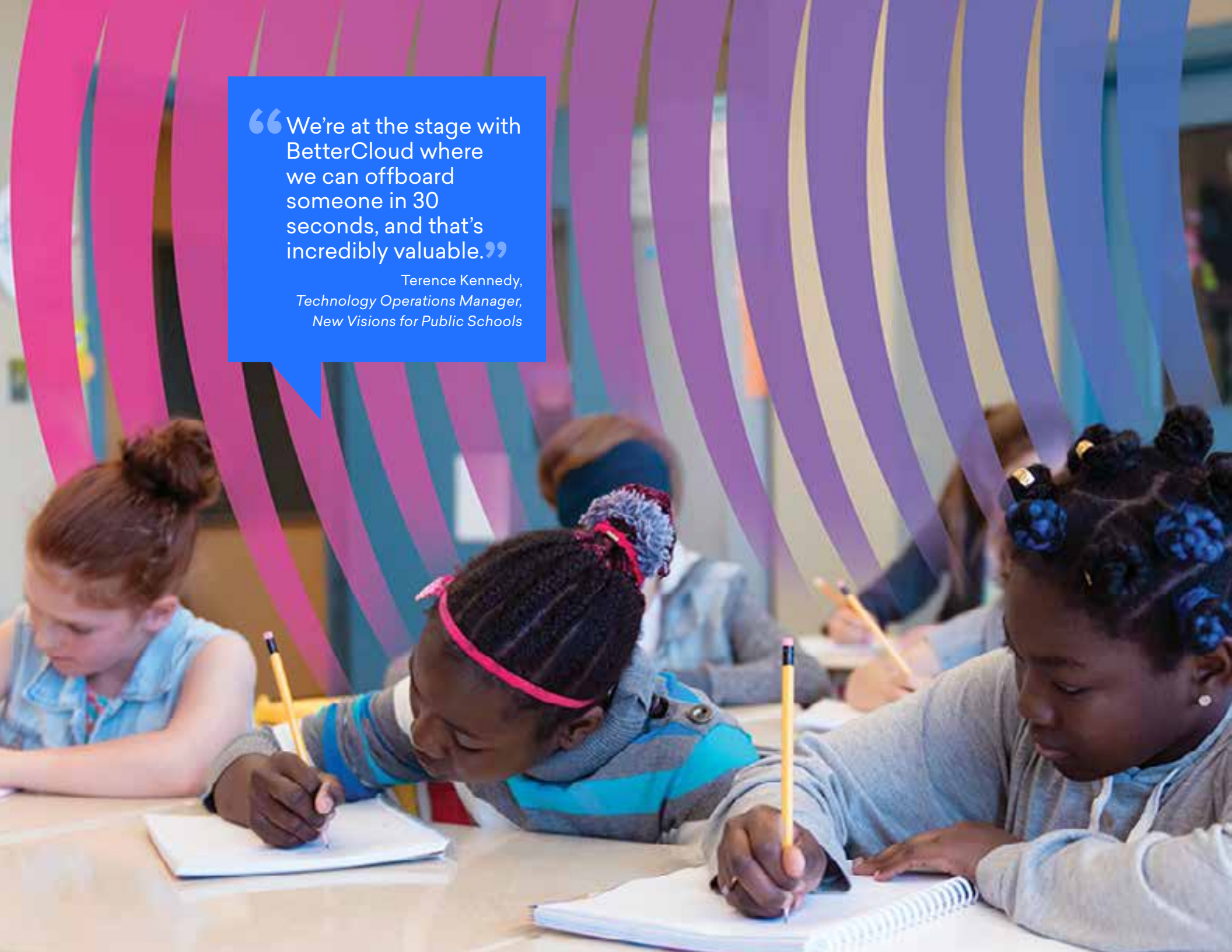
New Visions for Public Schools is an organization devoted to improving urban education. It supports a network of public district schools and operates a network of traditional charter high schools and AIM charter high schools. An enthusiastic adopter of new educational technologies, and SaaS, in particular, New Visions was looking for a tool that would streamline management tasks across their SaaS applications and give them visibility into user activity.

SOLUTION:

- Implemented BetterCloud to provision and deprovision users of G Suite, Slack, and Zendesk
- Set up alerts to notify IT of suspicious activity
- Monitored file sharing with BetterCloud's data protection capabilities
- Remediated policy violations automatically; for example, by removing collaborators from documents and notifying IT

RESULTS:

- Increased IT productivity — hundreds of users can now be onboarded at a time
- Reduced offboarding times by 98% to just 30 seconds
- Strengthened security posture
- Streamlined cross-application processes



> “We’re at the stage with BetterCloud where we can offboard someone in 30 seconds, and that’s incredibly valuable.”
>
> Terence Kennedy,
> *Technology Operations Manager,*
> *New Visions for Public Schools*

Strada
EDUCATION NETWORK

SAAS APPS CONNECTED:

Strada Education Network unifies seven affiliates with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability, file security, incident response, regulatory compliance

CHALLENGE:

Strada Education Network is dedicated to forging clearer and more purposeful pathways between education and employment. Seeking to scale its impact, the Indianapolis-based nonprofit acquired seven mission-aligned entities and got to work bringing them under one technology umbrella.

SOLUTION:

- Strada put in place flexible digital workplaces using technologies such as Slack Enterprise Grid for communication, G Suite and Office 365 for productivity, and Okta for Universal Directory and Single Sign-On
- Implemented BetterCloud to manage and secure how people use SaaS
- Automated workflows handle offboarding and onboarding
- Content Scanning provides visibility into what is happening in the environment

RESULTS:

- Achieved strategic goals more quickly
- Increased security and IT's ability to rely on automation
- Gained a comprehensive view of users and data, including permissions, groups, files, settings
- Protected sensitive data from accidental exposure

BetterCloud SaaSOps STARS 2019 WINNER

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> “BetterCloud goes above and beyond what is available in the native admin controls for our applications.”

Rose Layton,
Strategic Technology Partner,
Strada Education Network

Udemy

SAAS APPS CONNECTED:



Udemy grows its global team with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management

CHALLENGE:

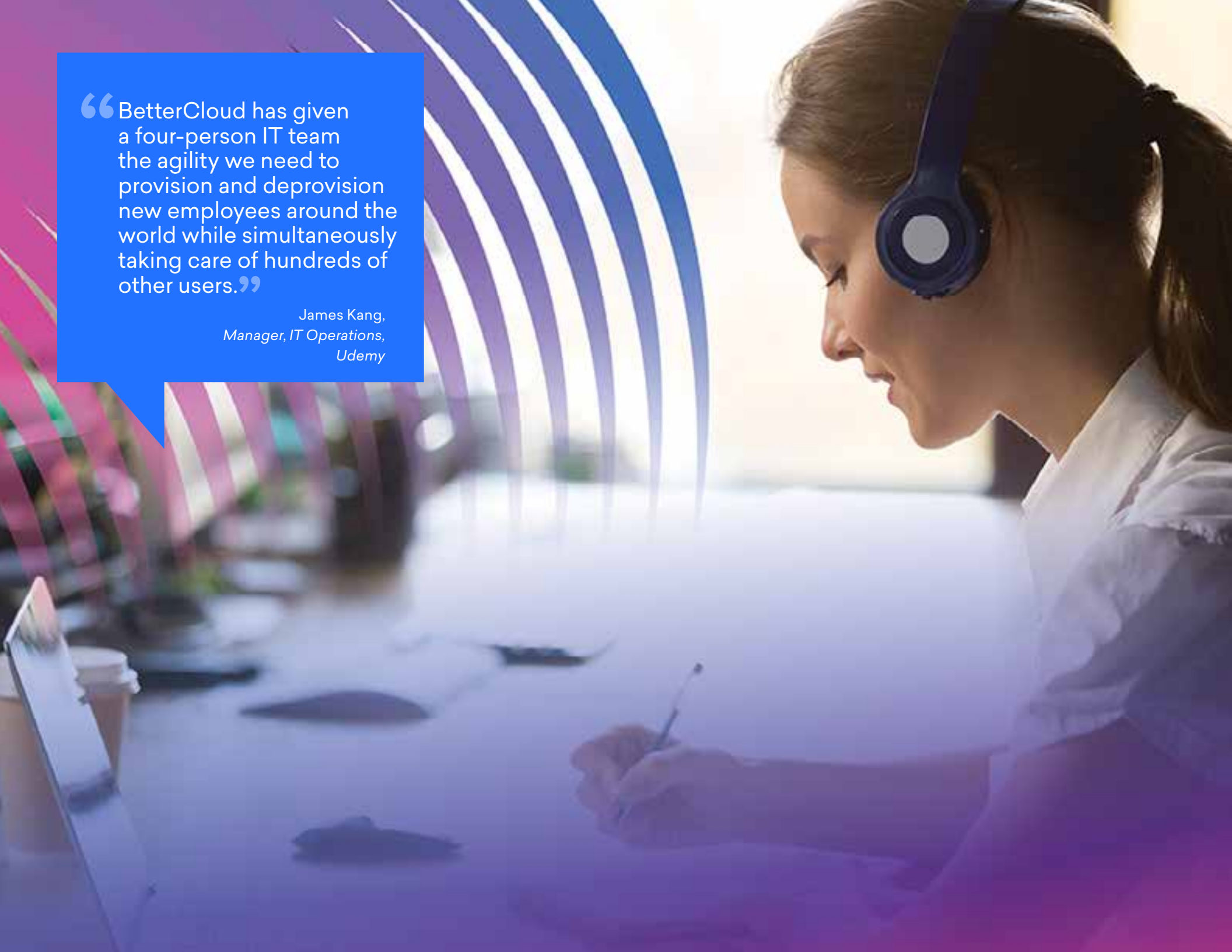
Udemy, a marketplace for online courses, was experiencing exceptional growth as users around the world logged in to learn new skills. But even as the company expanded to Dublin, Ireland, and Sao Paulo, Brazil, headcount for the small IT department remained static. To scale, IT needed to simplify Udemy's technology estate and reduce manual tasks.

SOLUTION:

- Implemented BetterCloud for user lifecycle and groups management
- Created automated triggers that complete critical processes without human intervention
- Expanded and implemented BetterCloud's automated policies to cover 90% of Udemy's systems

RESULTS:

- Reduced onboarding times by 66%
- Automated user orchestration around the world
- Increased effectiveness of the global team



> “BetterCloud has given a four-person IT team the agility we need to provision and deprovision new employees around the world while simultaneously taking care of hundreds of other users.”
>
> James Kang,
> *Manager, IT Operations,*
> *Udemy*

CIOs of Tomorrow

“I can go into my BetterCloud portal and **see all of our users** through every application.”

RYAN DONNON
Head of IT

First Round



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better

SAAS APPS CONNECTED:



Better extends API-led automation to offboarding with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and audibility, file security, regulatory compliance

CHALLENGE:

The fastest-growing mortgage company in the United States, Better introduced API-led automation to the process of making a home loan. Time-consuming paperwork and opaque procedures were replaced with straightforward information gathering and objective criteria, prompting homebuyers to turn to Better in droves. Since 2016, Better has funded and originated more than $3 billion in loans. As Better has expanded, IT sought to gain visibility into their SaaS applications and extend automation to its own internal processes to support the strong demand for Better mortgages.

SOLUTION:

- Implemented BetterCloud's onboarding and offboarding policies
- Replaced an onboarding process consisting of 90 separate steps
- Replaced an offboarding process that consisted of 110 steps

RESULTS:

- Increased productivity of the IT team
- Newfound visibility into SaaS application settings, configurations, and data security
- Improved reporting and ability to demonstrate compliance



> “With BetterCloud, we went from zero to 100 without having to do more than schedule an onboarding or offboarding.”
>
> Michael McLaughlin,
> *Head of IT,*
> *Better*

Betterment

SAAS APPS CONNECTED:



Betterment keeps tabs on external file sharing with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, file security, incident response

CHALLENGE:

Since 2010, Betterment has had one mission: to help people make the most of their money so they can live better lives. Using cutting-edge technology, they empower their hundreds of thousands of customers to manage their money – for today, tomorrow, and someday – through personalized, expert advice; automated money management tools; and Tax Smart strategies that help keep taxes low across accounts. Betterment does all of this while complying with the high security the industry requires. This has meant, among other things, putting in place an automated offboarding process to ensure departing employees do not retain access to data and files.

SOLUTION:

- Replaced manual onboarding and offboarding processes with BetterCloud's automated workflows
- Leveraged BetterCloud to gain insight into which files were being shared externally
- Set up an alert that removes access to files that are shared externally after a specific number of days
- Reduced the back and forth that was previously required to communicate about these files, which can number in the hundreds or thousands, with out-of-the-box templates

RESULTS:

- Decreased onboarding time for a group of new hires from up to two days to half an hour at most
- Minimized risks associated with offboarding
- Strengthened security posture — BetterCloud picks up where other security tools leave off
- Increased IT's effectiveness and ability to focus on more strategic tasks

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> BetterCloud strengthened our security posture and made our team more effective.

Kevin Torres,
Corporate IT Manager, Betterment

First Round

SAAS APPS CONNECTED:



First Round Capital enforces file security with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability, incident response, file security, insider threats

CHALLENGE:

First Round Capital is a seed-stage venture capital firm that invests in hundreds of promising young companies. Data protection is a critical concern. Employees handle sensitive and proprietary information daily, and inadvertent data exposure can trigger compliance issues and a loss of trust. Offboarding, in particular, must be carefully handled.

SOLUTION:

- Implemented BetterCloud's offboarding policies to offboard users across multiple applications, including Okta, Salesforce, Slack, and G Suite
- Automated a checklist of around three dozen items
- Protected PII and other confidential information from exposure due to common misconfigurations

RESULTS:

- Enforced file security through BetterCloud's policies
- Avoided insider threats by relying on BetterCloud's automation
- Reduced offboarding time from one to two hours to "a couple of clicks"

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> Before BetterCloud, I had a checklist with three dozen things I had to remember to do—I was triple and quadruple checking everything I did.

Ryan Donnon,
Head of IT,
First Round Capital

CIOs of Tomorrow



“BetterCloud: Don’t pass on this **SaaSOp**portunity!”

DARTANIAN RICHARDS
IT Support Engineer II

Thumbtack

Media & Technology

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bouncex

SAAS APPS CONNECTED:



BounceX builds “magical offboarding experience” with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, insider threats

CHALLENGE:

BounceX, an online platform that allows companies to recognize website visitors, is celebrated for changing how marketers interact with potential customers. Just four years after its launch in 2012, the company won the distinction of being the fastest-growing software company in the United States. Since then, its growth has continued—to the point where it was becoming a hindrance for IT. Large groups of new hires created exponentially more work for the IT employee charged with onboarding them. Other projects were set aside as IT was forced to stop everything and configure a growing number of SaaS accounts.

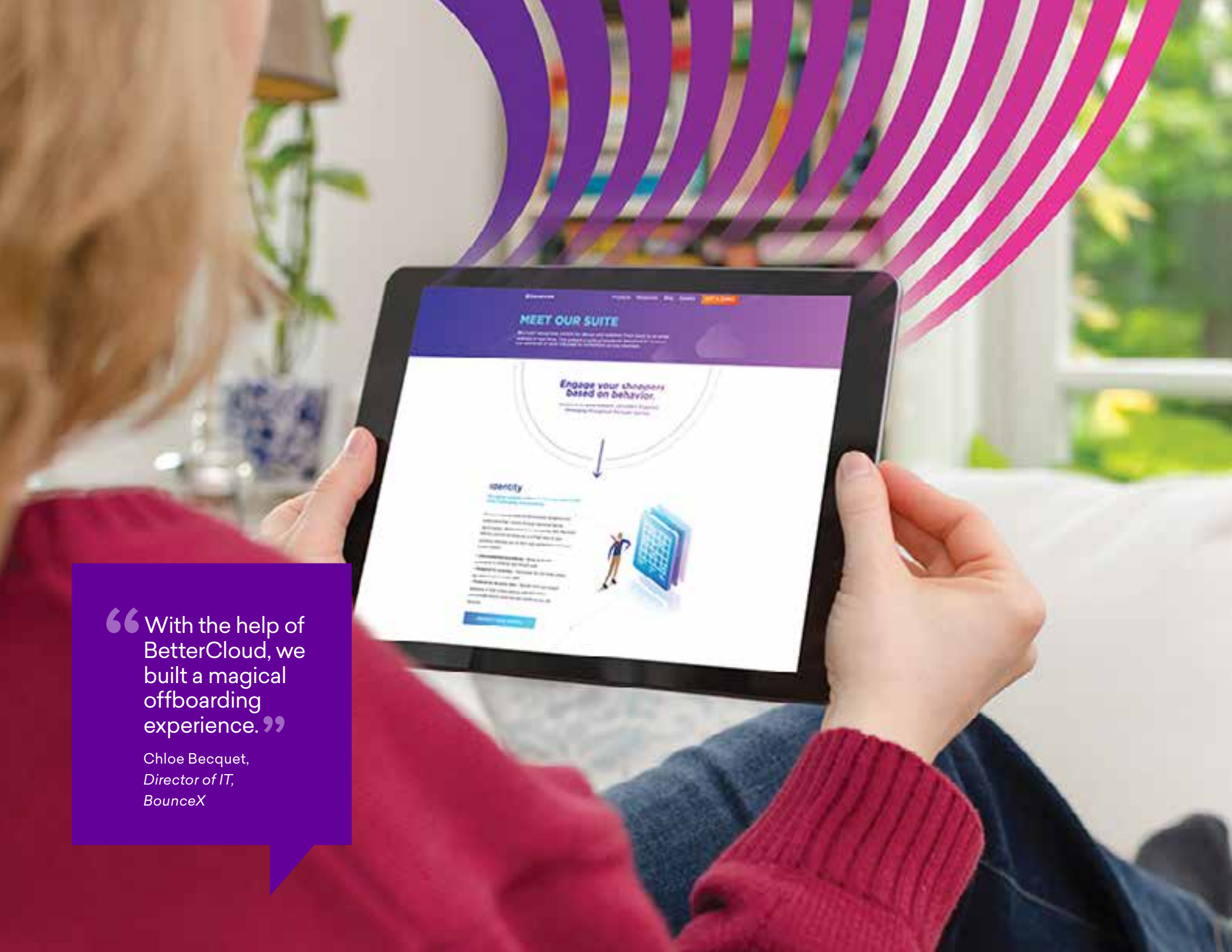
SOLUTION:

- Leveraged BetterCloud’s automated workflows to replace time-consuming manual processes with automated actions
- Reduced the average time to onboard a user across different platforms from about 45 minutes to between 5 to 10 minutes
- Fully automated offboarding—the micro instant an account is disabled in Namely, permissions to other critical systems are automatically withdrawn

RESULTS:

- Reduced the time spent onboarding by between 30% and 78% depending on the role
- Automated 75% of separations
- Strengthened the security posture to decrease the risk of insider threats
- Increased project delivery as automation frees up scarce IT resources

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> “With the help of BetterCloud, we built a magical offboarding experience.”

Chloe Becquet,
Director of IT, BounceX

BuzzFeed

SAAS APPS CONNECTED:

BuzzFeed ensures security compliance with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability, least privilege access

CHALLENGE:

BuzzFeed is a news and entertainment company founded in 2006 with an emphasis on viral content. Unencumbered by legacy systems, it embraced SaaS apps, and G Suite in particular, to scale. But as BuzzFeed's use of SaaS grew, so did its need for greater visibility into the SaaS applications in its environment.

SOLUTION:

- Implemented BetterCloud to manage and secure user actions, including bulk updates to Google Groups
- Automated manual tasks associated with offboarding, replacing a spreadsheet
- Enforced a password policy that requires users to change their G Suite password every three months
- Explored third-party applications using the Apps Audit feature

RESULTS:

- Increased the productivity of the IT department
- Enhanced visibility into application settings and user configurations across SaaS applications
- Strengthened security posture



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> BetterCloud takes the tools given in the G Suite Admin console and makes them better.

Justine Bienkowski,
Senior Manager of Platforms and Security, Buzzfeed

essence

SAAS APPS CONNECTED:



Essence achieves broad visibility across SaaS applications with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, file security, visibility & auditability, least privilege access, regulatory compliance

CHALLENGE:

Essence began life as a small, data-driven digital ad agency with a single IT person and grew into a global powerhouse, majority-owned by WPP, the world's largest advertising company. SaaS applications like G Suite helped the company to scale, but also created risk. While G Suite's accessibility made it easy to get work done anywhere, it also meant G Suite was easier to compromise.

SOLUTION:

- Flagged sharing violations with BetterCloud alerts
- Put in place a more robust offboarding process with BetterCloud's automated workflows
- Supported broad visibility across multiple domains with multi-instance connectors
- Ensured proper privileged access management with delegated admin access
- Created custom integrations to extend the power of BetterCloud across their SaaS environment

RESULTS:

- Enabled security and agility with a zero-trust security framework
- Boosted productivity with cross-application user orchestration
- Avoided costly fines for GDPR violations



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“We’ve used BetterCloud’s automated workflows to build a more robust offboarding process.”
Colin McCarthy,
VP of Global IT, Essence

Evernote

SAAS APPS CONNECTED:

Evernote safeguards and secures employee-created data with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, file security, regulatory compliance

CHALLENGE:

Evernote, the original note-taking app that helps its customers remember everything and accomplish anything is often described as a repository of memories, ideas, and important information. Protecting users' content and privacy are core tenets of their product, and also reflect the way they run their internal business.

As an organization, Evernote needed to ensure that files created by its employees remained secure, compliant, and retained within the company when created in SaaS integrated applications, such as in Google Drive, Jira, and Slack.

SOLUTION:

- Defined security policies around employee files and data with assistance from BetterCloud
- Implemented security policies through BetterCloud's automated workflows and alerts
- Automated onboarding and offboarding
- Gained visibility into SaaS license spend

RESULTS:

- Decreased the time it took to onboard or offboard users by 80%
- Enhanced data protection through data retention
- Automated user orchestration for users around the world
- Increased spend control over unused licenses

BetterCloud SaaSOps STARS 2018 WINNER

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> BetterCloud plays a critical role in maintaining security policies around SaaS applications.

Shams Mansoor,
IT Manager,
Evernote

Excella

SAAS APPS CONNECTED:



& more

Excella, Inc. excels in IT automation with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability, file security, regulatory compliance

CHALLENGE:

Efficiency and security are both high priorities at Excella, an Agile Technology Firm that helps federal agencies and commercial and nonprofit clients adopt agile technologies and modernize their infrastructure. As use of SaaS increased, IT Director Colleen Alaimo sought a better way to quickly onboard new consultants to Office 365 and gain visibility into user actions to ensure they were complying with security and data protection policies.

SOLUTION:

- Created more than a dozen custom integrations to leverage BetterCloud's API to automate user actions
- Created 17 new custom integrations to streamline their onboarding and offboarding into the applications that power their organization
- Reduced onboarding and offboarding from 2-3 hours across 17 applications down to merely 10 seconds
- Replaced over 90 manual steps with BetterCloud's automated workflows
- Achieved newfound visibility into how information was being shared

RESULTS:

- Reduced friction and enhanced security
- Increased productivity as automation replaced manual tasks
- Reduced compliance burden



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> “BetterCloud makes it faster and easier for us to achieve compliance. It is an IT admin’s dream.”

Colleen Alaimo,
IT Director,
Excella

FINANCIALFORCE

SAAS APPS CONNECTED:

FinancialForce leads the way in SaaSOps automation

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability, file security

CHALLENGE:

FinancialForce is the #1 enterprise professional services automation (PSA) and only customer-centric ERP cloud solution and is known for helping businesses streamline, simplify, and automate financial operations on the Salesforce Platform. The company offers a modern, customer-centric ERP that provides end-to-end visibility into financial processes. FinancialForce wanted to apply the same automation, simplification and streamlining to internal IT operation processes.

SOLUTION:

- Leveraged BetterCloud to manage and secure the user lifecycle
- Began managing G Suite with BetterCloud and later added native and custom-built connectors, as well as alerts that trigger when a user is added to G Suite or the number of admins in Slack or Salesforce exceed a threshold
- Created upwards of 292 workflows that automated more than half a million actions related to onboarding, offboarding, and mid-lifecycle changes
- Whitelisted and blacklisted more than 2,400 applications to increase security

RESULTS:

- Reduced onboarding and offboarding operations from approximately 1 hour to just 10 seconds
- Minimized the time needed for mid-lifecycle changes and also for correcting human errors
- Saved 100 hours a month while achieving greater visibility into application settings, user configurations, and data security
- Strengthened the company's security posture
- Increased user happiness by ensuring that employees have access to the right groups and channels

BetterCloud SaaSOps STARS 2018 WINNER

BetterCloud SaaSOps STARS 2019 WINNER

TOC



> “With BetterCloud, we perform one action to offboard people who are departing the company, deactivating user accounts across all systems. It’s repeatable, auditable, reliable, and helps us to meet our security and compliance goals.”

Simon Duffey,
Senior IT Manager,
FinancialForce

SAAS APPS CONNECTED:



Fullscreen Media reimagines HR + IT with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, least privilege access, visibility and auditability

CHALLENGE:

Fullscreen Media is a social content company that helps brands and stand-alone talent grow, engage, and monetize their social audiences. Founded in January 2011, the company grew to nearly 1,000 employees in less than 10 years but was plagued by miscommunication between HR and IT. New hires would sometimes show up at the door of the IT room with no warning; lengthy onboarding processes reflected badly on the company and left some new employees unprepared. In addition, a lack of visibility into departing employees and offboarding processes was creating waste in the form of money spent on unused licenses.

SOLUTION:

- Rebuilt the relationship between HR and IT using BetterCloud, Namely, and a bit of ingenuity
- Updated groups and user profiles using BetterCloud's bulk update functionality
- Replaced manual onboarding processes with BetterCloud's automated workflows, ensuring new hires were placed in the right groups and channels
- Replaced manual offboarding processes with BetterCloud's automated workflows, deprovisioned stale accounts, and reallocated unused licenses

RESULTS:

- Saved $100,000 in license costs
- Reduced onboarding time per user by 33%
- Decreased the number of internal IT tickets by 90%

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“What wasn’t doable yesterday is doable today with BetterCloud.”
Shira Harrison,
IT Director,
Fullscreen Media

INTERCOM

SAAS APPS CONNECTED:

Intercom achieves a better employee experience with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, file security, visibility and auditability

CHALLENGE:

Intercom is a fast-growing business messaging platform with five offices around the world. The IT team is passionate about giving new hires an extraordinary, five-star experience without sacrificing security and productivity. Their onboarding aims to enable new employees to have access to the applications and tools that they need to get started right away. The IT team does not believe that there is an all-or-nothing approach when it comes to using SaaS apps; they want to give some leeway to employees to choose the SaaS apps that they need while IT secures user interactions across the digital workplace.

SOLUTION:

- Secured users and interactions across the digital workplace with BetterCloud
- Automated onboarding so that new employees can be productive right away
- Set up alerts to scan files for sensitive data

RESULTS:

- Reduced friction and enhanced security
- Streamlined policy enforcement and remediation
- Increased operational intelligence

TOC



> “With BetterCloud, I don’t have to choose between saying no to our employees and putting the organization at risk. There is a third way that offers both security and freedom of choice.”
>
> Emanuele Sparvoli,
> *Head of IT,*
> *Intercom*

SAAS APPS CONNECTED:



InVision takes control of SaaS management with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability, file security

CHALLENGE:

InVision, a digital product design platform embraced by 5 million+ users, prides itself on the seamless experience it offers to teams who are navigating the product design process. A few years after the company was founded, the growth in the number of employees combined with the complexity of managing SaaS apps nearly brought its small IT department to the brink. “Before BetterCloud, managing SaaS was taking six hours on a Friday, which I couldn’t start until the end of my day,” recalled Vicky Couturier, who was then the IT director.

SOLUTION:

- Implemented BetterCloud’s automated workflows to manage G Suite
- Saved the two-person System Engineering team the equivalent of nearly half a day’s work per week
- Eliminated errors that resulted from a multistep manual process
- Reduced the risk that former employees would retain access to company data

RESULTS:

- Increased productivity with time savings
- Acquired newfound visibility into application settings, user configurations, and data security
- Streamlined user lifecycle management through onboarding and offboarding
- Gained insight and visibility into license use
- Increased spend control

TOC



> “The implementation of workflows has a profound effect on tasks that were once manual and time-consuming. In addition, the reporting and auditing tools provide IT with more precise control over company data. Lastly, the policy features allow both Security and IT teams to ensure company data is secure.”

Eric Amlie,
Director of IT,
InVision

Khoros

SAAS APPS CONNECTED:



Khoros manages SaaSOps smarter with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, file security, insider threats, visibility and auditability

CHALLENGE:

Khoros, a leading customer engagement platform, was formed in March 2019 when Lithium Technologies and Spredfast finalized their merger agreement. The combined company offered integrated workflows and actionable insights to optimize engagement over social media, messaging, and other digital channels. To optimize internal processes and help Khoros realize the value of the merger, IT committed itself to automating repetitive and manual tasks that were using up valuable resources.

SOLUTION:

- Replaced a manual offboarding process that was managed with an Excel spreadsheet with an automated process managed by BetterCloud
- Extended BetterCloud's native integrations with multiple custom-built integrations
- Eliminated approximately 45 manual steps
- Automatically removed departing employees from sensitive applications like GitHub

RESULTS:

- Improved the productivity of the IT team by reducing offboarding times by approximately 30%
- Achieved greater visibility into users, application settings, configurations, and data security
- Strengthened the company's security posture and minimized the risk of insider threats
- Improved spend management by ensuring that licenses are utilized correctly



> “Using BetterCloud to help manage licenses helps us get better visibility into how our employees are using our SaaS applications.”
>
> Andy O’Rourke,
> *IT Automation Specialist II,*
> *Khoros*

Thumbtack

SAAS APPS CONNECTED:



Thumbtack pins down productivity gains with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability

CHALLENGE:

Thumbtack, a local services marketplace that helps people find and hire skilled professionals, was seven years old by the time it hired its first IT professional. There was very little visibility into how users of SaaS applications were sharing data, and the number of manual processes required to bring order and control threatened to overwhelm the new one-person IT department.

SOLUTION:

- Implemented BetterCloud
- Automated enough repetitive IT tasks to equal an estimated five or six additional employees
- Saved hundreds of hours every month by managing SaaS apps through BetterCloud's "single pane of glass"
- Created an onboarding workflow to ensure that 60% of new hires and nearly all new engineering hires were productive on day one
- A 17-step offboarding workflow completed a process in a few minutes that used to take three hours

RESULTS:

- Increased productivity
- Gained consistency in user orchestration and control of data sprawl

TOC



> BetterCloud is really important in mitigating insider threats and ensuring data integrity.

Dartanian Richards,
IT Support Engineer II,
Thumbtack

toast

SAAS APPS CONNECTED:

Toast makes hypergrowth look easy with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management

CHALLENGE:

Toast, an innovative point-of-sale system, is a textbook example of successful disruption. The Cambridge, Massachusetts-based startup has succeeded in taking market share from an industry leader by offering a better product at a lower price. As revenues surged 148%, Toast not only invested in product development, it also ensured its employees had access to the tools and technology they needed to be top performers. For IT, this meant being able to automate tedious and repetitive tasks.

SOLUTION:

- Implemented BetterCloud's automated workflows to streamline user lifecycle management
- Reduced multiple onboarding and offboarding steps to a few clicks
- Ensured new employees were productive on their first day with a laser focus on user enablement

RESULTS:

- Decreased the ratio of help desk employees to overall employees from 1:250 to 1:315
- Boosted IT productivity with automation
- Increased visibility and control of user actions

TOC


“Successful restaurants run on Toast. Toast runs on BetterCloud.”
Matt Kauffman,
Help Desk Manager, Toast

TURO

SAAS APPS CONNECTED:



Turo's IT team receives a 500% efficiency boost from BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration

CHALLENGE:

Turo, a popular car-sharing company, hired a director of IT to build out an enterprise team at the end of 2018. The company sought best-in-class tools that would optimize IT functions, replacing time-consuming and error-prone manual work with automation.

SOLUTION:

- Incorporated dozens of manual tasks into BetterCloud's automated workflows
- Reduced the onboarding process from more than five hours to less than an hour
- Streamlined mid-lifecycle management, such as department changes and group changes
- Built an offboarding workflow that suspends a user from connected systems based on a triggering action

RESULTS:

- Increased productivity of the IT team
- Increased visibility into user actions, file sharing, and misconfigurations
- New ability to remediate and prevent security vulnerabilities

TOC



> “Using BetterCloud to automate user lifecycle management gave us a 500% efficiency boost.”
>
> Wilson Ho,
> *IT Director,*
> *Turo*

zuora

SAAS APPS CONNECTED:



Zuora scales subscription billing without adding IT headcount with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability, file security

CHALLENGE:

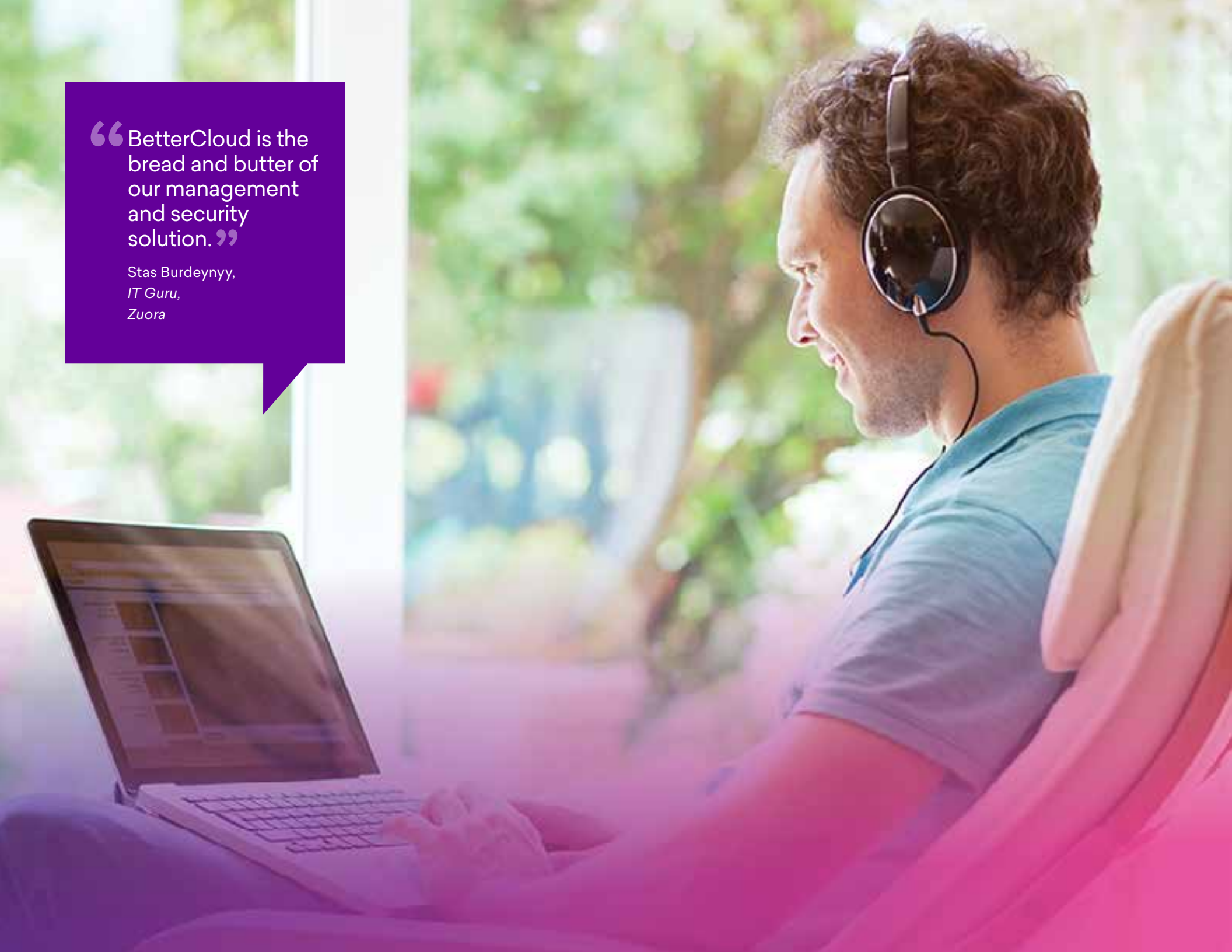
Zuora, a subscription-billing platform, was an early adopter of SaaS applications like G Suite. But as Zuora grew, adding users and additional SaaS applications, the company's SaaS estate became increasingly cumbersome for IT to manage with traditional tools, such as a physical checklist.

SOLUTION:

- Replaced manual onboarding and offboarding tasks with BetterCloud's automated workflows
- Streamlined bulk user and group operations
- Enforced file sharing policies

RESULTS:

- Increased IT productivity by reducing onboarding and offboarding times
- Regained 90% of the time previously spent on group management
- Increased visibility into application settings, user configurations, and data security
- Strengthened security posture



> “BetterCloud is the bread and butter of our management and security solution.”
>
> Stas Burdeynyy,
> *IT Guru,*
> *Zuora*

CIOs of Tomorrow



"BetterCloud automated our layered offboarding process to meet **multi-stakeholder needs** and **timelines**."

MAX GERHARDT
IT Engineer

instacart

Retail & Consumer

Blue Apron 60

ClassPass 62

Design Within Reach 64

Dig 66

Instacart 68

Justworks 70

Middlesex Health 72

Blue Apron

SAAS APPS CONNECTED:

Blue Apron manages a dynamic workforce with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, least privilege access, file security, insider threats, incident response

CHALLENGE:

Blue Apron, a popular meal kit delivery company, has weathered periods of scorching growth followed by tighter budgets and then resumed growth. To maintain operational efficiency as the number of employees fluctuated, IT sought to automate onboarding and offboarding.

SOLUTION:

- Leveraged BetterCloud to build 60+ automated workflows to manage and secure user interactions
- Set up predefined roles and privileges
- Created alerts that are triggered when sensitive information is shared externally
- Expanded set of native connectors with custom-built integrations to simultaneously offboard people through different services including G Suite, Office 365, Slack, Box, Tableau, Smartsheet, JumpCloud, and Lucidchart
- Programmatically retained critical data and transferred it to new owners

RESULTS:

- Achieved higher levels of operational intelligence
- Automatically detected and remediated violations of data loss prevention policies
- Decreased risk of human error and minimized insider threats
- Reduced offboarding times from approximately four hours to 10 minutes
- A single engineer handled hundreds of offboardings

BetterCloud SaaSOps STARS 2019 WINNER

TOC



> BetterCloud is like having a one-stop shop for data protection.

Stephen Galinsky,
Senior System Engineer,
Blue Apron

classpass

SAAS APPS CONNECTED:



ClassPass scales internationally with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability, insider threats

CHALLENGE:

The world's largest fitness network, ClassPass, makes it easy and affordable for people to find and engage in their favorite activities wherever they are, whether they are fans of yoga and Pilates or bodybuilding and martial arts. As of January 2019, the company was operating in 80 markets in 15 countries, with plans to expand significantly in the coming year. Along with that growth has come a pressing need for automation, as ClassPass's three SaaSOps professionals bear the responsibility for onboarding and offboarding employees around the world.

SOLUTION:

- ClassPass replaced repetitive manual tasks with BetterCloud's policies
- New employees are automatically placed in the right groups with the appropriate permissions and given access to the files they need to do their jobs
- User profiles are updated from a single dashboard

RESULTS:

- Seamless user orchestration
- Increased visibility and control of user actions
- Stronger security posture
- As the number of full-time employees increased by 67%, the size of IT held steady



> BetterCloud's automated workflows have made it easier for ClassPass to grow its business around the world.

Randy Tanenhaus,
IT Manager,
ClassPass

DESIGN WITHIN REACH

SAAS APPS CONNECTED:

Design Within Reach gains visibility with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability

CHALLENGE:

Design Within Reach exists to make authentic modern design accessible. When they were founded in 1998, people weren't able to buy classics without visiting Europe or enlisting intermediaries. They changed that by providing access to iconic designs. In 2010, Design Within Reach moved to G Suite from Microsoft Exchange. After migrating to G Suite, their IT team saw adoption of and satisfaction with the platform increase every month. But, while the team was growing to love operating in the cloud, IT was still missing some of the legacy administrative features from Microsoft – like the ability to easily manage users. While the senior systems administrator was first drawn to BetterCloud for its easy-to-use user management features, the product has proven much more powerful and now Design Within Reach's IT, HR, and help desk staff all make use of the application on a regular basis.

SOLUTION:

- Utilized BetterCloud's offboarding policies to offboard users to eliminate dormant accounts on the domain
- Implemented inbox delegation through BetterCloud to manage employees who go on vacation or leave the company
- Used BetterCloud's auditing to monitor and maintain Google Groups

RESULTS:

- Offboarding workflows has helped eliminate dormant accounts on Design Within Reach's domain
- Inbox delegation has saved time for Design Within Reach's IT when employees either leave or go on vacation without giving prior access to their managers
- Advanced reporting has cut the number of groups by 50%

TOC


“BetterCloud drastically cut down on the time it takes to deprovision a user.”
Tim Go,
Senior Systems Administrator, Design Within Reach

DIG

SAAS APPS CONNECTED:



Dig safeguards sensitive information with BetterCloud's Content Scanning

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, file security, insider threats, visibility and auditability, incident response

CHALLENGE:

Dig (formerly Dig Inn) has a mission to rebuild the food system by sourcing, cooking, and serving delicious food. To Dig, this means mostly seasonal vegetables, sourced from people they know, and served in simple dishes that people can eat every day.

Rather than buying in bulk from large distributors to drive costs down, Dig relies on intellectual property and savvy use of SaaS technologies to succeed, which makes data protection a primary concern. Dig tries to balance trust and watchfulness, while promoting an inclusive culture.

SOLUTION:

- Implemented BetterCloud to secure and manage user interactions across SaaS applications
- Created alerts and policies to search for sensitive information, such as financial information, social security numbers, or employer identification numbers
- Replaced 20+ manual steps with automated workflows that handle onboarding and offboarding

RESULTS:

- Achieved visibility into application settings, user configurations, and data security, including how documents are shared internally
- Protected sensitive information with Content Scanning
- Saved hours each week by automating manual tasks
- Reduced the risk of data exposure as a result of human error and minimized insider threats
- Gained ability to identify and remediate policy violations and prevent security vulnerabilities, including data leaks and breaches

TOC



> “BetterCloud has given us critical insight into how information is shared across the company. With BetterCloud, we can perform one action and know that everything else will be taken care of, saving us hours of work.”
>
> Makina Celestine,
> *IT Systems Administrator,*
> *Dig*

instacart

SAAS APPS CONNECTED:

Instacart delivers user satisfaction with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, visibility and auditability, application configuration, insider threats

CHALLENGE:

Instacart, the popular grocery-delivery service, strives to deliver for customers while its IT team aims to please employees. A cohort of 13 engineers and help desk staff serve about 1,200 employees and contractors — including a large contingent working in co-working spaces in Instacart-serving cities. As the company scaled, IT began putting automation in place, including an identity management system that took care of authentication. However, what Instacart was missing was an effective way to authorize (and de-authorize) the use of apps and the ability to audit their usage.

SOLUTION:

- Leveraged BetterCloud to devise offboarding workflows that start with a request to HR
- Half a dozen workflows handle distinct tasks such as delegating someone's email to their manager or locking down an account after an involuntary termination
- Discovered and remediated improperly shared documents and calendars
- Set up alerts to remind IT about the age of contractor accounts in Slack

RESULTS:

- Achieved new visibility into application settings and user configurations, and data security
- Strengthened Instacart's security posture
- Minimized the risk of accidental exposure
- Received a very high NPS (Net Promoter Score) from other employees, reflecting an upswing in sentiment



TOC



> BetterCloud talks to all of the systems that don't necessarily talk to each other.

Max Gerhardt,
IT Engineer,
Instacart

JUSTWORKS.

SAAS APPS CONNECTED:



Justworks doubles down on SaaSOps with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, insider threats, visibility and auditability

CHALLENGE:

Justworks was founded to provide a way for entrepreneurs to build a company that could focus exclusively on developing products and attending to customers rather than on back-office functions like payroll, benefits, HR, and compliance. The idea resonated, and Justworks, which is headquartered in New York City, began growing by 50% year over year and expanding throughout the United States. As internal growth also accelerated, the four-person IT team began to feel overwhelmed by the exponential increase in manual processes required to onboard and manage each new user.

SOLUTION:

- Implemented BetterCloud's automated workflows to onboard and offboard users in Salesforce, Office 365, and Slack
- Eliminated 25 manual steps
- Leveraged BetterCloud's reporting tools to gain visibility into how internal information is shared

RESULTS:

- Achieved a 90% reduction in onboarding time
- Gained the equivalent of .5 FTE
- Realized cross-application visibility and functionality
- Minimized insider threats with increased file and data protection

TOC



> “BetterCloud gives us time back to solve strategic problems for teams across the company.”

Karel vanBeekom,
IT Manager,
Justworks

Middlesex Health

SAAS APPS CONNECTED:

Middlesex Health secures their environment with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, visibility and auditability, least privilege access, incident response

CHALLENGE:

Middlesex is much more than just a hospital. Today, they are a fully connected, comprehensive network of expert health care providers. Middlesex Health exists to provide the safest, highest-quality health care, and the best experience possible for their community. Its core values include the pursuit of excellence, upholding honesty, cooperation and collaboration, supporting innovation, and delivering compassionate care. Because patient privacy depends on HIPAA compliance, healthcare organizations are bolstering their data protection strategies to meet regulatory requirements and secure sensitive health information. The IT team is responsible for Middlesex Health, which has one hospital, three external emergency departments, and three urgent care centers.

SOLUTION:

- Using BetterCloud, Middlesex Health was able to resolve a data breach by removing the forwarding rules, resetting everyone's passwords, and securing the environment
- Instead of manually offboarding users, they implemented BetterCloud's offboarding policy for a more accurate and secure process
- Implemented BetterCloud's policies to have better control over their environment

RESULTS:

- Improved time efficiency, data accuracy, and security
- Middlesex Health was able to track what exactly led to the breach with BetterCloud's deep insights and analytics
- With BetterCloud, they have been able to whittle down the number of super admins on their domain from 12 to two

TOC



> “BetterCloud gave us the ability to identify exactly what happened that led to the breach.”
>
> Andrew Shelton,
> *Information Security Manager, Middlesex Health*

CIOs of Tomorrow



"BetterCloud allows us to unlock the **power** of **SaaS**."

MONIKA DE JESUS
Systems Engineer

Lime

Travel & Transportation

Getaround *(formerly Drivy)* 76

Lime 78

Upside 80

getaround

SAAS APPS CONNECTED:

Getaround absorbs new acquisitions with an assist from BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, application configuration, visibility and auditability, incident response

CHALLENGE:

Getaround is a peer-to-peer car-sharing service that has expanded to more than 300 cities through acquisitions such as the Paris-based Drivy. Geographic sprawl combined with a diversity of SaaS applications, instances, and domains made it difficult to achieve the visibility necessary to manage and secure SaaS applications effectively.

SOLUTION:

- Leveraged BetterCloud to merge a complex set of policies and data from G Suite, Office 365, and Zendesk
- Addressed corporate governance requirements by creating and replicating policies
- Set up contextual alerts that reveal when documents are improperly shared externally

RESULTS:

- Higher confidence in data integrity with the data protection policies they have put in place
- New ability to remediate and prevent security vulnerabilities automatically
- Stronger security posture across their SaaS environment by putting the right guardrails in place
- Increased productivity as automation replaces manual tasks



TOC



> SaaSOps is huge! BetterCloud is a key pillar of the new digital workplace.

Hichem Ben Marzoug,
IT Manager,
Getaround

Lime

SAAS APPS CONNECTED:

box G okta

Lime enables people to securely share bikes, scooters, and online files

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, visibility and auditability, application configuration, file security, insider threats

CHALLENGE:

Lime scooters and bikes are everywhere, leading the revolution in micro-mobility. Not only does the company allow ordinary people to effortlessly get where they are going in 80 cities around the world—from Brussels to Zaragoza—Lime makes its own global expansion look easy. A heavy user of G Suite, Lime effectively leveraged SaaS to accelerate growth. But as Lime conquered city after city, there was an increasing risk that the convenience of SaaS was coming at the expense of security.

SOLUTION:

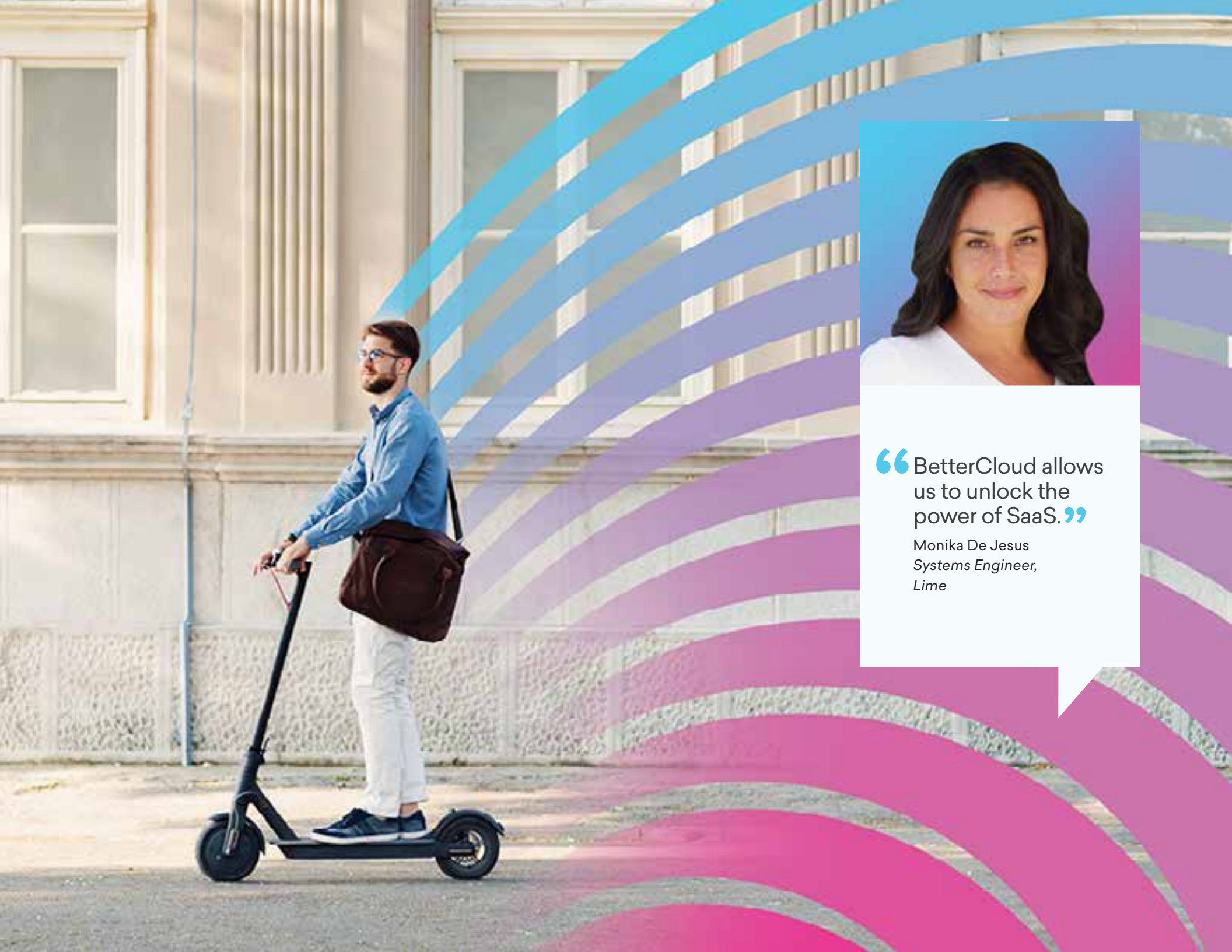
- Lime implemented BetterCloud to protect sensitive information, including pitch decks and hiring paperwork stored and shared in the cloud
- An automated workflow made it possible to flag and review tens of thousands of shared documents
- Restricted access to documents based on predefined groups, or according to automated workflows based on organizational relationships
- Instead of spending 6.3 hours creating user accounts for each new hire, IT could rely on workflows to handle the majority of manual tasks associated with bringing new employees onboard

RESULTS:

- 75% increase in the daily productivity of the IT department
- Accelerated project delivery
- Stronger security posture, decreasing the risk of insider threats



TOC



> “BetterCloud allows us to unlock the power of SaaS.”

Monika De Jesus
Systems Engineer, Lime

UPSIDE

SAAS APPS CONNECTED:



Upside adds integrations and security with BetterCloud

USE CASES THAT BETTERCLOUD HELPS SOLVE:

- User lifecycle management, file security, incident response, regulatory compliance, visibility and auditability

CHALLENGE:

Upside Business Travel is Exhibit A for how the smart use of SaaS, machine learning, and bleeding-edge tools is transforming the travel industry. But Upside's enthusiast embrace of SaaS—the last audit showed more than 100 SaaS apps—also created a risk whenever employees left the company. Each app had to be manually de-provisioned. Missing a step exposed Upside to unnecessary license fees and security threats.

SOLUTION:

- Implemented BetterCloud's automated workflows to offboard employees from applications like G Suite, Office 365, and Dropbox
- Built custom integrations to extend BetterCloud to additional applications
- Put Content Scanning in place to search for Personally Identifiable Information (PII) in G Suite, Office 365, and Dropbox
- Set up alerts to notify the security team about the result of content scans
- Set up alerts to flag security risks such as the reactivation of dormant accounts

RESULTS:

- Boosted the productivity of the IT team by 70%
- Enhanced Upside's security posture
- Greatly facilitated compliance with GDPR, enabling Upside to move forward with a planned expansion to the United Kingdom and Canada

TOC


“From a cost perspective, BetterCloud was able to accomplish the work of 12 people.”
Matthew Harrison,
System Administrator, Upside

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Customer	Page #	SaaS Management				SaaS Security			
		User Lifecycle Management	Application Configuration	Least Privilege Access	Visibility & Auditability	Insider Threats	File Security	Incident Response	Regulatory Compliance
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ADDITIONAL CONTENT:

The IT Leader's Guide to SaaSOps - Volumes 1 & 2 – Available on Amazon

The IT Leader's Checklist for SaaS Operations – Checklist

The Top IT Habits of Successful Unicorns – Video

The School of SaaSOps – Online series

State of Insider Threats in the Digital Workplace – eBook

Offboarding Employees: The Ultimate Checklist for Modern IT – eBook

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The BetterCloud Monitor – Subscribe to the blog and daily newsletter.
Interested in contributing? Submit ideas to editor@bettercloud.com.



BetterCloud is the first provider of SaaSOps solutions to manage and secure the digital workplace. Over 2,500 customers in 60+ countries rely on BetterCloud to automate processes and policies across a company's SaaS application portfolio. A pioneer of the SaaSOps movement, the company established the first-ever "SaaS Application Management and Security Framework" via two published books entitled *"The IT Leader's Guide to SaaSOps" — Vol. 1: "A Six-Part Framework for Managing Your SaaS Applications"* and *Vol. 2: "How to Secure Your SaaS Applications."* BetterCloud is headquartered in New York City, with offices in San Francisco, CA and Atlanta, GA.

For more information or to request a demo, please visit www.bettercloud.com.

www.bettercloud.com