

Customer Success Story

Initiate Systems



- **Company:** Leader in multi domain master data management (MDM) solutions
- **Location:** Chicago, IL
- **Industry:** Computer Software
- **Challenges:**
 - Growing business required scalable, cost effective approach to managing SaaS applications and users
 - Needed to synchronize user identities across SaaS applications and corporate systems
 - Unable to effectively track SaaS application and seat usage by cost center
- **Major Applications:**
 - Salesforce.com
 - QuickArrow
 - Microsoft Active Directory
- **Results with Conformity:**
 - Normalized identity and authorization models
 - Integrated and automated user provisioning and change management processes
 - Centralized compliance and usage reporting and analytics
 - Extended chargeback model to SaaS applications and seats.

“Conformity removed many of the concerns we had around visibility and control of cloud applications and user provisioning, and gives us true enterprise-scale SaaS systems management”

Scott Carruth, VP of Information Services

Results

Initiate Systems relies on Conformity to provide a central point of management and control for on-demand applications and users. With Conformity, Initiate is able to extend their corporate security policies and controls into the cloud, reducing the risk and cost associated with SaaS and cloud adoption. Initiate is also able to extend its internal charge back model by linking SaaS subscriptions to departmental cost centers.

Instead of relying on highly manual, time-intensive approaches for managing and administering employees across SaaS and on-premise applications silos, Initiate now relies on Conformity to streamline and automate core user management processes, and to integrate Microsoft Active Directory with their key SaaS applications.

By deploying Conformity, Initiate Systems now has centralized visibility and control over SaaS user provisioning, deprovisioning and change events. With Conformity, Initiate is able to:

- Increase data security
- Automate and streamline administration
- Optimize license allocation and implement chargeback
- Confidently expand usage of SaaS and cloud applications

“Conformity has enabled me to integrate SaaS applications into our existing IT management processes and policy frameworks, providing me the confidence we need to expand usage of cloud technologies”, says Scott Carruth, VP of Information Systems.

Challenges

Initiate Systems delivers software and services that enable customers to deliver complete, accurate and real-time views of data spread across multiple systems, domains or databases. Multinational corporations, healthcare organizations and government agencies rely on Initiate® software and services to deliver complete, accurate and real-time views of data spread across multiple systems, domains or databases. Initiate understands the value and importance of utilizing technology to manage data and safely exchange it across an enterprise.

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“SaaS and cloud delivery is a huge part of the future for B2B applications here at Initiate Systems. We need Conformity’s platform to make this vision a reality.”

*Scott Carruth
VP of Information Systems
Initiate Systems*

Like any company, Initiate was finding it challenging to keep users and identities normalized across multiple SaaS application silos and their complex permissions and profile models. Applications such as Salesforce.com and QuickArrow were each administered as independent silos. New employees were manually provisioned separately into Active Directory, Salesforce and other applicable SaaS applications without a common organization, role or permissions model.

Initiate needed to find a way normalize identities to streamline processes and operational costs, as well as to support their broader goals of extending SaaS and cloud resource utilization across their enterprise. Initiate wanted to centrally manage all employees and SaaS application permissions through a single management platform, not separate ‘silos’.

In addition, Initiate wanted to extend its IT chargeback model to SaaS subscriptions, but found they lacked an efficient approach for mapping users and subscriptions to organizational units. Initiate was seeking the same level of visibility and control over on-demand applications as they have had with traditional packaged apps.

Solutions

Initiate Systems began its Conformity deployment in September of 2009, and within weeks had a centralized platform for managing and tracking their SaaS applications and users including the hundreds of users they had in Salesforce.com and QuickArrow. Conformity quickly integrated and normalized Initiate’s Active Directory instance, including organization and role structures, with their Salesforce.com and QuickArrow deployments.

Initiate now uses Conformity to centrally manage all employee access and authorizations to their key SaaS applications. With Conformity, Initiate now has automated and streamlined user provisioning and change management processes across their applications, and has audit trails of all user permission, role and profile changes across their critical SaaS applications.

Initiate also now relies on Conformity to generate critical user access, change and segregation of duty reports, to track subscription utilization activity. “Conformity removed many of the concerns we had around visibility and control of cloud applications and user policies, and gives us true enterprise-class SaaS systems management”, says Scott Carruth.