

four

PROFESSIONAL SERVICES

CASE STUDY

Four Communications Group Overcomes Challenges to Support Remote Workers

Four Communications Group Relies on Absolute Secure Access to 'Work-from-Anywhere'

absolute.com



Four Communications Group (Four) is one of the leading integrated marketing companies in the UK and Middle East. Their key services include advertising, creative, branding, PR, public affairs, behavior change, media planning, media buying, marketing, performance, social analytics, content, Web, digital marketing, video and animation, SEO, events, crisis management, CSR, sponsorship, partnerships, and training.

ABSOLUTE

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Absolute Secure Access just makes that whole experience for the IT side of things much smoother, because the tunnel allows that management and communication that otherwise wasn't possible with the solutions we had before.

JAKE FRASER,
IT AND OPERATIONS DIRECTOR,
FOUR COMMUNICATIONS GROUP

THE STORY

The Need to Improve the Remote Work Environment

After struggling with poor user experience and an unreliable SSL VPN solution, Four was in desperate need to improve remote working for its employees. The sudden onset of COVID-19-related office closures made this a company-wide issue and top priority. Four needed a tool to enhance people's access to company systems and, most importantly, something that could cope with a variety of home Internet connections. With both Mac and Windows users needing access to large creative files, they also needed a cross-platform solution that would provide the same quality connectivity and functionality to all users, regardless of the operating system.

SECURITY CHALLENGES



SECURE
REMOTE ACCESS



DECREASE IT
SUPPORT TICKETS



ELIMINATE DROPPED
CONNECTIONS



THE SOLUTIONS

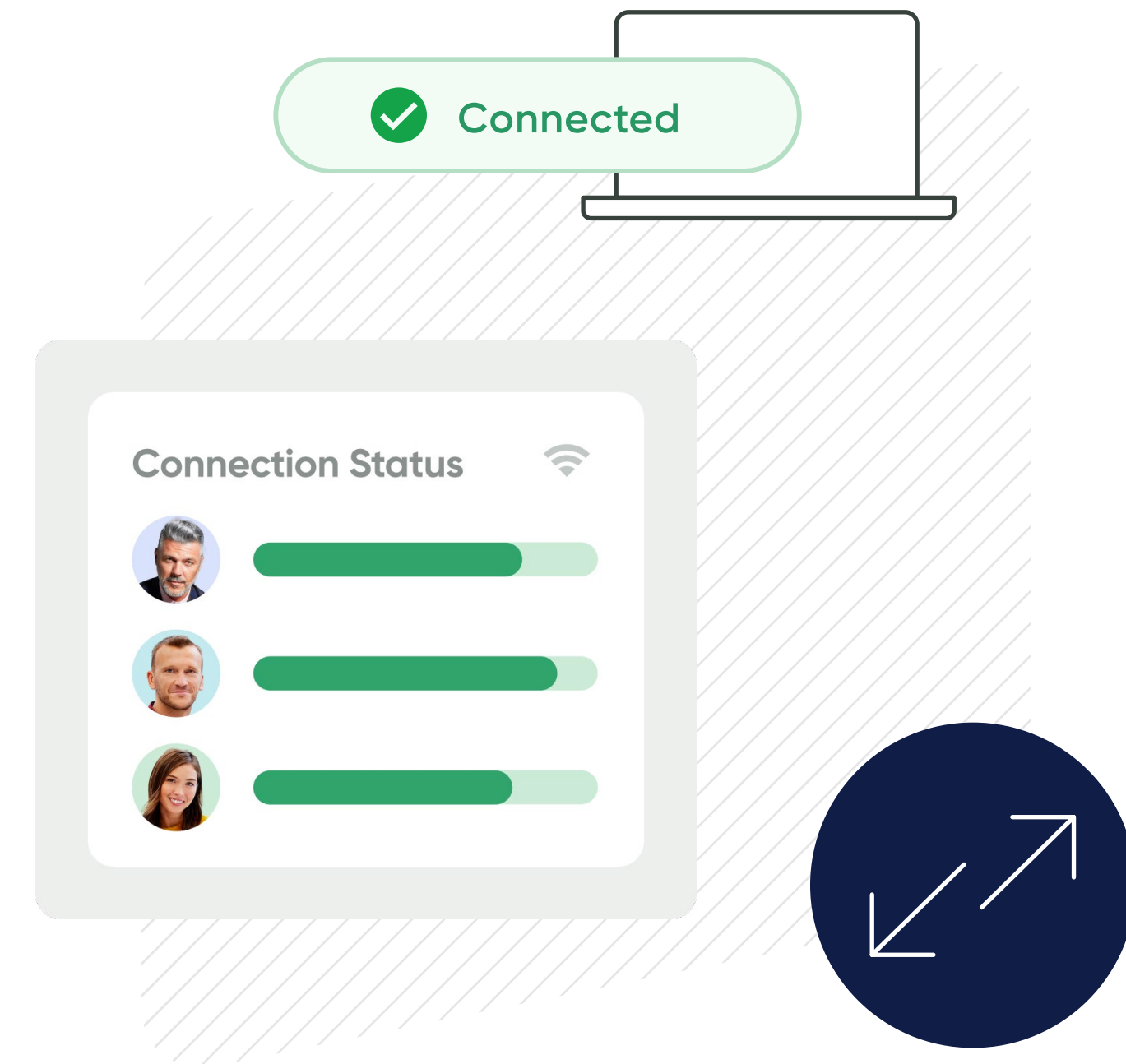
How They Did It

Reliable Connectivity for the Anywhere Workforce

After an evaluation, Four was ready to resolve their remote working issues and deploy Absolute Secure Access across the company. As a result, employees now have access to all corporate resources without relying on multiple supplemental tools and technologies, giving users a full 'office-like' experience at home.

Improving IT Efficiencies

IT also streamlined Four's tech support process using Absolute Secure Access policy controls after ISPs blocked their existing remote support tool. Prior to Absolute Secure Access, support had to ask each user to set up a hotspot on their smartphone to provide a connection. Now, an Absolute Secure Access policy allows the support tool to connect directly without any ISP issues, and their overall mean time to resolution is faster than ever.





Absolute Secure Access just gets on with it and makes the best of whatever connectivity is available.

JAKE FRASER,
IT AND OPERATIONS DIRECTOR,
FOUR COMMUNICATIONS GROUP



THE RESULTS

Providing a Uniform Remote Experience for All End Users

Four successfully pivoted its global business by supporting a forward-thinking ‘work-from-anywhere’ policy for employees. The company achieved this change by integrating Absolute Secure Access and designing a device security roadmap that relies on additional Absolute Secure Access capabilities.

To date, Absolute Secure Access:

- ✓ Empowers Four’s unique hybrid work environment, resulting in a reduction of office space costs
- ✓ Quickly and seamlessly improves user experience and connectivity issues for all end users
- ✓ Provides a uniform remote experience for users of both macOS and Windows devices
- ✓ Virtually eliminates dropped connections and glitches, even under poor network conditions
- ✓ Decreases connection-related support calls and trouble tickets to IT
- ✓ Allows Four’s lean IT team to focus on value-add projects by Absolute Secure Access being easy to deploy, maintain, and support across seven global offices





ABSOLUTE[®]

Trusted by nearly 21,000 customers, Absolute Software is the only provider of self-healing, intelligent security solutions. Embedded in more than 600 million devices, Absolute is the only platform offering a permanent digital connection that intelligently and dynamically applies visibility, control and self-healing capabilities to endpoints, applications, and network connections – helping customers to strengthen cyber resilience against the escalating threat of ransomware and malicious attacks.

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