

Mobile Lifestyle Vendor Lowers Costs, Improves Security, and Boosts Productivity with Secure Mobility from Fiberlink

Targus Group International is best known for its high-quality mobile lifestyle products – ranging from collapsible keyboards, to external drives and computer cases. Each day, 200 Targus sales representatives put the company's mobile accessories to the test, meeting with clients, pitching prospects and exhibiting at tradeshows around the world. Their productivity depends on access to the corporate network and the company's ERP system for up-to-date information on inventory, customer preferences, and product pricing. Yet the company's single-network,

dial-up remote access solution could not keep up with the increasing mobility needs of Targus' business.

"We operate on every continent, so supporting our mobile workers is critical to our success," said Chuck Farner, Director of IT Delivery at Targus. "It became clear that we needed a more comprehensive and secure remote access solution, offering our globe-trotting road-warriors a broader array of network access options – like Wi-Fi and home broadband – as well as a way to manage IT policy end-to-end."

THE CHALLENGE

Targus needed to take control of multiple access technologies, end-user security compliance, and the hidden costs associated with supporting a distributed workforce. "Mobile workers will always opt for the fastest connection available, whether it is sanctioned by IT or not," said Farner. "This put us on the defensive in terms of IT support, security and remote access costs."

Sales representatives would often connect via cable modem at a hotel or use Wi-Fi at the airport for \$10 to \$20 per connection. The cost of these alternate forms of access were buried in individual expense reports so IT had no way to track the true cost of mobile access outside of their monthly dial-up budget. As more and more Targus representatives opted for broadband over dial-up, the company's communications costs skyrocketed.

To make matters worse, IT staff had no consistent way to ensure that each device outside the network perimeter was compliant with security policies, leaving the Targus network vulnerable to viruses, hackers and other malicious activity. "Targus has a very diverse mobile user population – ranging from home telecommuters to traveling road warriors and remote office staff. We needed to make sure all systems were updated with the latest patches and virus-signatures and also running personal firewalls and anti-virus from connection start-up to shutdown."



Challenge

To enable Targus' highly-mobile workforce, based in 45 countries, to maintain the same level of productivity on the road as in the office.

Solution

A comprehensive Fiberlink solution providing simple and secure access to the corporate network.

Results

Easy, fast and secure mobility for Targus employees around the world, improved productivity, and lower operating costs.

THE SOLUTION

Targus reviewed a number of connectivity options from access aggregators before deciding that Fiberlink offered the most robust, seamless, secure and cost-efficient solution. "Fiberlink consulted with us on the best mobile access strategy to meet the current and future needs of our business," said Farner. "We chose Fiberlink because it moved quickly to provide us with the capabilities we needed right away, and they are considering our ideas as they develop future Fiberlink products."

Targus deployed their mobility solution within three months of signing with the company. "Managing the logistics of 45 different offices worldwide is a tremendous challenge given the different time zones, languages and the normal resistance to change that we face when we deploy new technology," said Farner. "We set a rollover schedule and worked against it to arm our mobile workers with the service."

The Extend360™ solution integrates all the necessary connection and security elements of mobility into a single client, eliminating the complexity of mobile connectivity for Targus sales representatives. Rather than worrying about the logistics of network connections, sales representatives can now focus on addressing customer needs. "Mobile access for Targus employees is now seamless, easy, fast and secure," said Farner. "Before Fiberlink, the complexity of mobile access was stifling. Fiberlink gives sales reps one-click connections to all the resources they rely on at the office regardless of how they are accessing our network. Just as important from IT's perspective, our network is more secure than ever," he concluded.

Fiberlink has put the control, security, and management of global mobile access back in the hands of IT, all while driving down helpdesk and ongoing operating costs. The Targus IT staff is less concerned about how employees are accessing the network because with Fiberlink, secure

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behavior can be influenced at mobile and remote endpoints before network access is permitted.

THE RESULTS

The Fiberlink solution has cut Targus' connection costs by nearly 50 percent. Fiberlink has also slashed the number of help desk calls by 70 to 80 percent. "We don't have to worry about employees managing multiple clients because Fiberlink provides one client regardless of users' access type, device or location," Farner explained. Using ConnectView, Fiberlink's reporting system, Targus can proactively diagnose and address network problems before they escalate. Targus IT can now track network activity down to the user level, monitoring who is connecting, how long they are connected, what services they are running, and how they are using the network.

This helps Targus IT staff understand the needs of the employees and, in turn, better manage network capacity to meet those needs.

The Fiberlink Advantage

Fiberlink is the leader in managed security and connectivity services that make mobile working simpler and more secure for today's enterprises. Over the last five years, Fiberlink has been recognized in the Leader's Quadrant in Gartner's Managed Remote Access and Mobility Services report and has received numerous accolades for its innovative security and mobility services portfolio. Since 1994, Fiberlink solutions have been deployed to over 1 million users around the world in numerous Fortune 500 companies including General Electric, Continental and Bloomberg.