



aQuantive, Inc.

Promoting Productive Desktop Management

Founded in 1997, aQuantive, Inc. helps global companies tap into the marketing power of today's digital media. Through its family of digital marketing companies, aQuantive enables its clients to leverage the power of digital marketing services to realize measurable results. To enable the digital marketer to better secure, support, and manage the thousands of PCs and Macs located throughout its 20 offices spread across the United States, United Kingdom, and Australia, aQuantive brought online the IT productivity, security, and efficiency gains of LANDesk® Management Suite.

Business Needs

- Improve the security, support, and management of thousands of PCs and Macs located in 20 different offices in the United States, United Kingdom, and Australia.

Solution

- LANDesk® Management Suite
- LANDesk® Patch Manager
- LANDesk® Process Manager

Business Benefits

- Keep thousands of managed devices (PCs and Macs) current with the latest security patches
- Save money on software licensing costs, while reducing audit times from weeks to days, or even minutes, with more accurate usage results
- Quickly provision new employee machines
- Perform enterprise-wide software distributions in days instead of months
- Recognize productivity gains, reduce overall TCO and save substantial IT related costs

Beyond Standard Security and Patch Management

Keeping security patch levels current on all desktops and servers is one of the most difficult challenges that businesses face today. In organizations that have a high percentage of mobile workers like aQuantive, that task can be even more difficult. IT professionals know they can't just schedule patch distribution and forget about it. They need a solution that not only lets them know the saturation level of their patch deployment, but that keeps working until all the machines are patched.

"We have a lot of laptops," says James Mascaro, technical services and support manager at aQuantive. "We might schedule a patch to run against 500 machines, but it only hits 200 because the other 300 aren't even there. You have to definitely manage the situation, but LANDesk makes it simple. It provides you real-time statistics on which machines were patched, which machines weren't and why they weren't. Then when laptop users return after being away for weeks or more, once they plug their machines into the network, LANDesk can automatically apply the missing patches, plus run vulnerability scans and perform any other needed operations to bring the machines into compliance with policy."

As the industry reports new vulnerabilities, aQuantive needs to know right away what affect these vulnerabilities will have on its systems. "Not only does LANDesk constantly run vulnerability scans against all our managed machines, but when new vulnerability definitions become available, it automatically adds those definitions to the scans," says Mascaro. "From the LANDesk® console, once the vulnerability scans are complete, we can know immediately which of our managed devices are affected by a new definition. Also, with the ability to create custom definitions there's virtually no limit to what we can do. It goes above and beyond what other products provide. LANDesk® Management Suite is the holy grail for security and patch management."

Advanced Software License Monitoring

As a publicly held company that is subject to extensive financial audits and industry scrutiny, aQuantive makes it a priority to ensure it is in compliance with its vendors' software license agreements. "We can't allow our people to run illegal or unlicensed software," says Mascaro. "The software license monitoring in LANDesk® Management Suite helps us enforce license compliance."

Recently, aQuantive used LANDesk® Management Suite to true up its licenses with Microsoft Office products. The company was able to leverage LANDesk to not only provide an accurate count of installed products, but to generate a detailed usage report that enabled it to reclaim unused licenses

and reallocate them. In addition, the company was able to save licensing costs by targeting users with more expensive Professional licenses where Standard licenses would suffice. In the past, the process of auditing and crawling through purchasing paperwork would have taken weeks, but LANDesk allowed aQuantive to complete the audit in a few days and with more accurate results.

What's more, the license monitoring tool provides aQuantive a lot more functionality than just monitoring licenses. "A seemingly harmless desktop search engine tool recently came out that actually posed a potential security risk to the intellectual property and confidential data stored on our machines," Mascaro explains. "In spite of our corporate policy to not allow it in our environment, many users tried to install it anyway. We were able to use the license monitoring tool in LANDesk to actually block the application when users tried to run it. In addition, by using a policy, if the application was discovered, LANDesk would automatically remove it."

Easy and Efficient Package Distribution

With 18 offices in the United States, aQuantive constantly has to outfit new employees with new machines and software, not to mention the application updates that need to be pushed out to existing employees on a regular basis. The OS and software distribution capabilities inherent to LANDesk® Management Suite greatly streamline and expedite those processes for aQuantive.

"With Operating System Deployment we can provision a new employee with a new system in about 20 minutes," Mascaro says. "Also, we can then use LANDesk to easily distribute more than 30 applications or updates to any PC or Mac located anywhere in our organization. We don't have to maintain media in every office or manually track numerous license keys. In addition, we don't have to physically visit the target machines. We can push packages out without any user interaction. LANDesk Management Suite makes OS and software distribution very easy and efficient. For a large deployment this can save us weeks or even months."

A Powerful Arsenal of Tools

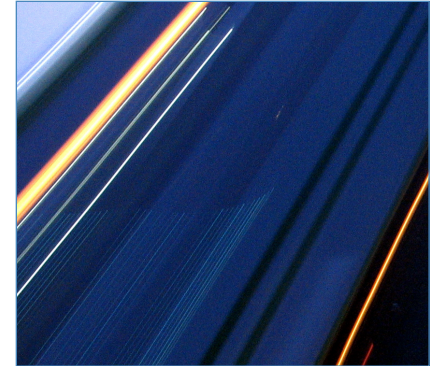
The LANDesk® solution provides aQuantive a wide range of additional capabilities that it considers invaluable. "LANDesk® Management Suite is an invaluable tool used throughout the entire organization," says Mascaro. "Our helpdesk technicians heavily use remote control and we can generate reports on just about anything. The amount of information available in the database is fantastic. There are so many things we do with LANDesk that it has become the single most useful tool in our arsenal."

"Simply put, I would not be able to do my job as well as I do, if I did not have LANDesk Management Suite," Mascaro adds. "LANDesk has enabled us to better support our user community and maintain our entire IT infrastructure. It has given us the ability to produce significant gains in productivity, reduce our overall TCO and save our organization substantial IT related costs."

Automated IT Processes

aQuantive also takes advantage of LANDesk® Process Manager to allow it to easily design, model, document, audit, automate, analyze and optimize its different line of business processes. Through its support of change and configuration management, LANDesk Process Manager simplifies the effort of bridging process gaps between IT services and business operations. The solution's process designer, execution engine, business monitor, and integration module work together to help organizations optimize and improve business operations to reduce costs, decrease risks, shorten cycle times, and improve control over the development, deployment, and execution of business processes.

"Through our use of LANDesk Process Manager, we have found that a number of internal departments can successfully automate internal IT processes that previously required manual oversight," Mascaro says. "This is a leap forward in bottom-line efficiency and it is exciting to participate in this initiative, which can benefit the entire organization."



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— James Mascaro
aQuantive, Inc.
Technical Services
and Support Manager

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