



patagonia® Case Study

Patagonia

Good gives Patagonia the security, management, and device choice needed to support its mobility platform.

ORGANIZATION DESCRIPTION

Patagonia grew out of a small company that made tools for climbers to become a worldwide clothing and outdoor retailer in the areas of skiing, snowboarding, surfing, fly fishing, paddling, and trail running. At the heart of the company is a commitment to reverse the decline in the environmental health of the planet. In fact, Patagonia donates at least 1% of sales to help hundreds of grassroots groups around the world meet their environmental goals.

THE CHALLENGE

Like many long-time customers, Patagonia selected Good during the time Research-In-Motion was embroiled in a legal challenge that threatened to disrupt the company's mobile email service. This and the fact that Good was affordable and supported multiple device types, including the then-popular Palm handhelds, made Good an easy choice for the company.

Since then, Good has become a key component of Patagonia's mobility platform. "Good gives us the three pillars we need to succeed with mobility including security, management, and device choice,"

said Alex Yanez, Telecommunications Engineer for Patagonia. "Good is also critical because it makes our company more competitive by allowing employees connect and collaborate no matter where they are."

Over the past year or so, employees began demanding to use new smartphones such as the iPhone and Android devices at work. "The speed with which these devices swept the market has been remarkable," said Yanez. "While it was important to provide device choice for employees, we weren't willing to compromise on security and management." Fortunately, just as demand peaked, Good released Good for Enterprise for iPhone and Android.

THE SOLUTION

Patagonia quickly initiated a pilot and found that security and management of the new clients lived up to Good's enterprise-class standard. "We felt comfortable that our corporate information would be secure and that we could manage the growing number of users with our finite support staff," said Yanez.

The IT team then began rolling out these devices to employees across Patagonia's dynamic global organization. "Good solved a pressing dilemma caused by tremendous demand for the iPhone and Android devices," said Yanez. "People want these devices, and they want to use them at work. Good gives us the solution we need to allow employees to

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-Alex Yanez
Telecommunications Engineer, Patagonia

Patagonia

use the devices they want, while giving us the ability to secure and manage our corporate information.”

THE BENEFITS

As more and more employees experience Good for Enterprise on the iPhone and Android devices, employee response has been very positive. “User response has been great,” said Yanez. “People are thrilled that they can use the devices they want, so they are happier and more productive whether they are at work or at home.”

In addition to employee satisfaction and productivity, Good continues to strengthen the three pillars of Patagonia’s mobility platform—security, management, and device choice.

SECURITY

Patagonia must maintain PCI compliance and smartphones represent a potential “back door” into the corporate data center. For this reason, maintaining the best possible security is paramount to the company. “We were hesitant to even support the iPhone due to security concerns, but Good’s enterprise-class security put us at ease knowing we had the best possible solution available,” said Yanez.

In fact, Good provides end-to-end mobile security with FIPS certified 192 bit AES encryption for data in transit as well as data stored on users’ devices. Good’s server is also deployed behind the enterprise firewall so security is not compromised with having to open new ports. And Patagonia’s IT team can remotely erase enterprise data on lost or stolen devices.

MANAGEMENT

Good gives Patagonia the ability to easily manage it fleets of active users with Good Mobile Control, a web-based console for over-the-air management, granular security enforcement, and end-to-end visibility for troubleshooting and support. With Good Mobile Control, Patagonia can set and enforce security policies that can be tailored for every user including passwords, access to applications, data encryption, device features as well as remote device lock down or erase, and compliance management.

DEVICE CHOICE

Device choice is critical for Patagonia. With Good, employees from upper management to manufacturing can select the device that works best for them while making it easy for IT to manage and secure the wide

range of devices being used. “This was a key reason Patagonia selected good to begin with and continues to be an important selling point for Good that other companies such as RIM can’t tout,” said Yanez.

Device choice also takes the pressure off of IT to pick the winning devices in the future. “Without device choice we wouldn’t be able to support the now-popular iPhone and Android devices,” said Yanez. “And who knows what the top devices will be five years. With Good we don’t have to worry about that, we can just focus on securing and managing the devices in our current environment.”

In conclusion, Yanez commented: “Good for Enterprise gives Patagonia the three pillars we need to successfully implement our mobility platform—security, management, and device choice. Our employees know what devices are best for them to be the most productive in their jobs. Overwhelmingly, they are choosing the iPhone and Android smartphones. Good is the only solution that gives us the enterprise-class security and management we require to support these devices across our global, dynamic work environment.”

SUMMARY

Challenge—Support the popular devices employees want to use like the iPhone and Android while ensuring enterprise-class security and management.

Technology Solution—Good for Enterprise provides Patagonia with the three pillars it needs to successfully implement its mobility platform—security, management, and device choice.

Payoff—

- Employees are more productive because they can connect and collaborate using the devices that work best for them.
- IT can rest easy knowing corporate information is safe and secure.
- Patagonia can be more competitive and profitable to meet its goal of giving at least 1% of profits to grass-roots environmental groups.



Good Technology

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