

Centrify Identity Management helps drive productivity and cost savings for CAA



Comprising nine automobile clubs and 140 offices across the country, the Canadian Automobile Association (CAA) is one of the largest consumer organizations in Canada. CAA provides six million members with emergency roadside services, automotive and travel services, and comprehensive insurance services.



The Challenge

CAA's legacy solution controlled access to over 200 travel sites, but offered no centralized management, and prevented the company from upgrading its operating system and leveraging new mobile technologies.

Until recently, CAA was using an in-house-developed, legacy application that required Internet Explorer 8 to manage access to 200 websites used for a variety of core business activities. But because the application hadn't been adequately maintained and updated over the years, the company was having difficulty managing websites and properly authenticating users. CAA was at a further disadvantage in that the app's limitations prevented them from implementing a critical operating system upgrade and deploying important new mobile technologies that could increase worker productivity.

In order to meet today's standards, the application would need to be updated significantly to support new browser versions and a new integration with Active Directory would be required. But the time and effort necessary to add this functionality would be significant, and costs were estimated to be in the tens of thousands of dollars.



The Solution

Centrify's no-maintenance, cloud-based solution met manageability, usability and cost requirements to provide centralized administration reporting capabilities, customization and add-ons for simple, rapid implementation.

CAA needed a solution for their Windows-centric environment that would authenticate across many travel sites, enable single sign-on (SSO) access to all of its key business applications and address a variety of customization requirements. The company identified three key criteria essential to their success:

- **Manageability through Active Directory:** The ability to enable and disable accounts through Active Directory and grant specific access based on the individual role was essential.
- **Usability:** Cross-browser, cross-platform and cross-device support would allow employees to use the same solution across the organization whether through tablets, smart phones, laptops, or other devices built on a number of different operating systems.
- **Cost:** All the benefits of single sign-on through a low-maintenance SaaS solution would need to be delivered at a cost competitive with current outlays.

“Within the first year, we'll achieve a 200% return on our Centrify investment in licensing fees alone. If we figure in the cost of updating our previous solution, we'll break even in a matter of weeks.”

Jarrett Swereda
Senior Business Analyst, CAA



Even before they were a client, Centrify and CAA worked together to create a customized solution that would provide all the functionality the company required, creating trust and signaling to CAA that Centrify would be a true business partner, capable of addressing their most pressing issues.

“Centrify’s cross-platform support was key for us. Most other companies simply didn’t offer it, and if they did, the cost was exorbitant,” says Jarrett Swereda, senior business analyst at CAA. “Then, when we compared the cost of updating our homegrown solution with the total cost of the Centrify solution, we realized we simply couldn’t compete.”

Implementation was completed in less than two weeks, with the help of three staff members. Using add-ons, the team was able to incorporate 75% of the sites that required authentication without any need to contact site support teams, which made implementation simple and straight-forward. 20-30 sites were added in a matter of hours, and from there, security groups were created and appropriate rules assigned.



The Results

Significant cost savings through reduced user fees, help-desk calls and internal development costs, combined with multi-device support, increased security, and the ability to incorporate new, productivity enhancing technologies.

Since implementation, the Centrify solution has exceeded every expectation. CAA has gained comprehensive manageability, significantly improved the user experience and provided peace-of-mind that customer and company information is more effectively protected with a full-feature, full-function solution. Centrify’s organizational capabilities allow CAA to selectively provide access to information based on specific roles and responsibilities. In addition:

- Reporting capabilities provide hard data for analytics that illustrate website and app usage, allowing the company to simply remove obsolete or unmanaged pages and apps when they no longer provide value to users.
- Visibility into who is connecting to which specific pages and apps and for how long allow the company to audit and record access, tighten security and help ascertain which apps and pages are driving the greatest business value.
- SSO access has decreased the number of users that contact the Help Desk when they’re unable to access the specific pages or apps they need.
- Cross-browser and cross-platform support has allowed for a company-wide operating system upgrade and the incorporation of a number of productivity-enhancing mobile apps.

What began as a solution for a few core areas of CAA’s business — customer-facing staff, member services, and travel agents — has illustrated such significant business value that the Help Desk and executive team are looking to extend the Centrify solution into additional areas of the enterprise as well.

“Centrify dropped our costs dramatically, saving us \$30,000 a year in fees alone.”

Jarrett Swereda
Senior Business Analyst, CAA



Centrify provides [unified identity management](#) across data center, cloud and mobile environments that result in single sign-on (SSO) for users and a simplified identity infrastructure for IT. Centrify’s unified identity management software and cloud-based [Identity-as-a-Service \(IDaaS\)](#) solutions leverage an organization’s existing identity infrastructure to enable single [sign-on](#), multi-factor authentication, privileged identity management, auditing for compliance and mobile device management.

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