

FLEXIBILITY AND CONTROL **SOLVING A DIGITAL DILEMMA**

ABOUT

GO INSPIRE

Go Inspire acts as a marketing performance partner. It uses its wealth of experience and expertise, along with best-in-class technology platforms, to solve clients' marketing and business challenges.

The company deploys data-driven insights to drive marketing performance and help businesses of all sizes – including a range of blue-chip clients – achieve their commercial goals.

Go Inspire offers an end-to-end service, covering analysis, insight, segmentation and strategy, through to loyalty management and multi-channel communications.

THE CHALLENGE

"WE WERE LOOKING FOR A TRUE PARTNER – SOMEONE WHO UNDERSTANDS OUR BUSINESS AND WHO WE CAN TRUST TO DELIVER PROJECTS INDEPENDENTLY AND FREE UP MY TIME FOR OTHER TASKS."

TRISTAN JACKSON
IT SECURITY MANAGER

Go Inspire employs around 450 people and is headquartered in Leicester. IT is a key strategic department, helping to deliver the security, continuity and agility on which the business has built its market-leading reputation. Operating in a highly regulated, highly sensitive environment, Go Inspire employs the highest standards of security around customer data. Compliance audits are a regular part of any tendering process for Go Inspire, and the company's clients expect it to be fully accredited in relevant areas such as ISO 27001, to ensure best practice in terms of data handling and risk management.

Like most businesses, Go Inspire moved to a homeworking model at the start of the pandemic, and the relative success of that switch has prompted development of the business's driving philosophy. Since the dispersal of its workforce, Go Inspire's decision-makers have focused even more on managing and measuring employee outputs, rather than where they are delivered from, adopting a hybrid working model – splitting employee time between home and the office – for the long term.

The challenge for IT Security Manager Tristan Jackson and his team was to deliver an effective security environment for this new working model. The business wanted to transition to more flexible ways of working, while maintaining and building on the standards of excellence in security and compliance, for which it has long been renowned. To achieve these aims, the team decided it needed greater control of the company's IT estate. Tristan and his team needed a solution that enabled them to manage and maintain any business service remotely from a single platform, while ensuring the highest levels of data security. The team settled on Microsoft Endpoint Manager as its preferred solution, but needed to find a trusted IT partner to ensure the planning and technical preparation was accurate, and that there were no issues during the deployment phase. That IT partner would also need to provide ongoing support.

THE SOLUTION

"THE ACCURACY AND DATA PROTECTION WERE INCREDIBLY IMPORTANT... AS WELL AS THE ABILITY TO WORK FROM ANYWHERE. IT WAS ABOUT ENABLING OUR PEOPLE TO DELIVER FOR OUR CUSTOMERS, SO THEY COULD DELIVER FOR THEIRS."

TRISTAN JACKSON
IT SECURITY MANAGER

Three firms were approached to tender for the project, and TalkTalk Business was chosen for its specialist knowledge, excellent reputation and ability to deliver the solution in a tight time frame, as well as the quality of its ongoing support and professional services.

TalkTalk Business was contracted to optimise and deliver Microsoft's Endpoint Manager and Intune console, a solution that combines endpoint security, device management and intelligent cloud actions in one unified management platform. It hugely simplifies device management and compliance in a hybrid working environment, letting users work productively from anywhere while remaining fully secure.

After in-depth discussions with Tristan, getting to know the business and his ambitions for the platform – as well as exploring ways to overcome the Covid restrictions that were in place at the time – it was agreed that TalkTalk Business's engineers would build the Intune environment and test the solution, before handing-off to Tristan and his team to handle the in-house rollout. TalkTalk Business completed the pre-implementation build in line with all of Tristan's requirements and within a short space of time, delivering a secure modern workplace environment, via Microsoft 365 based technologies.

The team then guided Go Inspire through the processes of automatically updating applicable devices to Windows 10, or a currently supported version of macOS, as well as installing Intune on mobile devices to deploy multi-factor authentication and ensure seamless mobile device management. Furthermore, guiding admins through both Conditional Access and Azure Identity, to ensure protections were in place against potential security breaches, to secure Go Inspire's data, resources and credentials. After completing the project, TalkTalk Business now remains fully available to Go Inspire, for any assistance, troubleshooting or support it may need at any time, 365 days a year.

THE RESULTS

"MY ACCOUNT MANAGER, KEITH, IS NOW MY GO-TO CONTACT. WHEN I SCOPE OUT A PROJECT, I ALWAYS SPEAK TO HIM FIRST – HE'S BECOME AN UNOFFICIAL ADVISOR. THAT'S WHAT A REAL PARTNERSHIP SHOULD BE."

TRISTAN JACKSON
IT SECURITY MANAGER

The Microsoft platform has been a complete success, enabling best practice compliance and security, while also smoothing the transition to new ways of working. The aim is now to implement it across the business, incorporating every device and every user. Tristan says that when the rollout is complete, the project will allow the business to establish even more systematic governance of its digital devices. It will give the IT team greater control over the company's digital estate and drive agility in the business, while also creating enhanced standards of excellence in risk management.

The project has been delivered with great efficiency and Tristan is full of praise for his account manager, Keith. "A large part of it has been delivered independently by Keith and his team, without me having to micromanage the process," says Tristan. "When you've got 20 projects on the go, being able to trust your partner to just get on with it is hugely valuable."

And the partnership is likely to continue. The two businesses are already discussing other potential projects, including upgrading the company's telephony. In the short-term however, Keith and his team are always available to offer advice on best practice and help with any challenges Tristan may face, effectively becoming an extension of Go Inspire's own IT team. Or as Tristan says: "They've been an invaluable resource."