

EMA CASE STUDY



Case Study: Global 500 Media Company Sees 8x Boost to Remote Worker Experience with Cloudbrink

With nearly all its 15,000 employees permanently working from home on at least a part-time basis post-pandemic, a major division of a multi-billion-dollar global media company transformed its approach to secure remote access with Cloudbrink, a provider of hybrid access as a service (HAaaS).

Searching for a Solution

At the beginning of the COVID-19 pandemic, the IT organization scaled up its legacy VPN technology to support its remote workers. “We pushed [the VPN] out to everybody not knowing how it was going to affect certain groups,” said the company’s director of IT infrastructure. “We realized it was not something we could sustain long-term.”

The IT organization recognized that end-user experience for employees working on video games, films, and television was a major issue. Many of those workers were using applications sensitive to network performance, and they frequently had to transfer very large files from their home offices. The legacy VPN solution could not support this bandwidth demand, and it did nothing to mitigate performance issues associated with the Wi-Fi access points and internet service providers that connected employees from home.

The IT organization tested around 20 alternative VPN, zero trust network access (ZTNA), and software-defined perimeter (SDP) solutions, but none of them were able to deliver the combination of security and performance that was needed.



The IT organization next tried using an SD-WAN solution, deploying SD-WAN devices in the homes of the 3,500 employees who were most impacted by performance issues. The SD-WAN solution offered some performance improvement, but not enough. Also, the cost of managing and deploying the hardware and maintaining the software licenses for those edge deployments was much too high. The IT organization wanted to boost performance higher but minimize costs.

Solving Remote Access Problems with Cloudbrink

That's when the IT organization discovered Cloudbrink. Cloudbrink enables secure remote connectivity with the same lightweight agent that one expects from a VPN or ZTNA solution, but it goes a step further by offering an SD-WAN-like quality of experience capabilities with its hybrid access as a service offering. It maintains a network of edge points of presence (PoPs) globally that guarantees a short path from the user to a Cloudbrink gateway. The Cloudbrink service is available to customers in an as-a-service consumption model, which means no software management and maintenance overhead. The solution also uses a proprietary stateless protocol that remediates jitter, delay, and packet loss and steers traffic around bad network paths.

The media company saw immediate results with Cloudbrink. "On average, we're seeing performance improve by a factor of four to eight times," said the director of IT infrastructure. "It makes a big difference, especially when users are reaching out to applications that reside in different offices around the world. Cloudbrink's intelligence for low-latency, quickest-hop routing has been a game-changer."

The director also said, "The performance boost has been so stark that many users have returned their SD-WAN gateways, preferring to rely on Cloudbrink. Of the 3,500 SD-WAN appliances the IT organization shipped to homes, only 500 remain in the field."

In terms of increased productivity, "The studios really need the speed. A game build consists of hundreds of thousands of files. Before Cloudbrink, they would start a file transfer at the end of the day and hope it would be done in the morning. Now, we watch them do those same transfers in one or two hours. They're able to do multiple transfers per day."

All this was achieved without any sacrifice around security, the main driver of any remote access solution. "Our info security group put Cloudbrink through the wringer. We wanted to make sure they could provide a secure connection from end to end. We also like their role-based access control in the administrative environment, and Cloudbrink has been able to tie into our logging infrastructure."

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The IT organization now considers Cloudbrink a true business partner. Twenty-five percent of its employees are experiencing excellent secure productivity using the solution today, and they see a future in which 100% are onboarded. The company is also considering using the technology in its own products. For instance, it sees an opportunity to run Cloudbrink agents on its gaming consoles to boost customer experience.

“I haven’t seen anything like it on the market,” the director of IT infrastructure said.

About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that specializes in going “beyond the surface” to provide deep insight across the full spectrum of IT management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise IT professionals, and IT vendors at www.enterprisemanagement.com or follow EMA on [Twitter](#) or [LinkedIn](#).

