GreenSky

GreenSky is a leading financial technology company that offers a highly scalable, proprietary technology platform which enables over 14,000 merchants to offer frictionless promotional payment options to consumers. For the merchants, these options drive increased sales volume and accelerated cash flow. Banks also leverage GreenSky's technology to provide loans to super-prime and prime consumers nationwide. Since inception, approximately 2.1 million consumers have financed over $15 billion of commerce using Green Sky's paperless, real time "apply and buy" technology. GreenSky is headquartered in Atlanta, Georgia with a satellite office in Kentucky.

GreenSky™

greensky.com

Industry:
Financial services / Fintech

Assets:
>~2000 assets including desktops, laptops, smartphones, connected devices (defibrillators, servers, networking gear, etc.)

Employees: ~1200

Integrations: Jira, Jamf, SCCM, Microsoft ActiveDirectory, CDW, OneLogin

Planned Integrations: Ultipro (UKGPro), Azure ActiveDirectory

OS: Windows, Mac, iOS

User Personas:
IT, Compliance and Legal, Security, HR, Operations

Introduction
GreenSky Recovers Assets Faster, Reduces Risks with Oomnitza

Green Sky is a fast-growing company founded by financial technology veterans to apply cutting-edge technology to make it easier to offer flexible payment options to consumers and merchants in the health care, retail, e-commerce and home improvement markets. The company is growing quickly and is publicly traded on the NASDAQ Exchange. This means that GreenSky must adhere to a higher standard of technology and IT asset management to comply with regulations and legal standards. Because GreenSky deals with so much sensitive data, security is paramount. GreenSky has a diverse environment of technology assets and devices under management. This includes a mix of Windows laptops and Mac devices, as well as a handful of servers and connected devices. The company uses a Jira ticketing system to track IT help desk requests and other tasks. For Windows devices, GreenSky uses SCCM while it uses Jamf for Macs. GreenSky has integrated Oomnitza with its Microsoft ActiveDirectory employee database and its OneLogin SSO authentication service. The company deployed Oomnitza in 2019, originally for asset tracking and recovery. Green Sky has since expanded its use of Oomnitza to security and compliance functions.

oomnitza

Challenges

GreenSky grew quickly and the company needed to put in place more advanced capabilities for asset management, replacing multiple spreadsheets requiring manual updates. Because the spreadsheets require manual updates, GreenSky believed it could improve the levels of data accuracy and data hygiene in its IT records. The company hoped to deploy an agentless IT asset management system that could acquire asset data automatically from all the tools it was using to manage different types of assets. This agentless data acquisition would allow them to create a unified view of their assets but also provide an integration layer on which they could add new data sources or create bi-directional workflows between different tools, such as SAM, CMDB, MDM, EDM, and HRIS.

For security, the IT team was working with the Infosec team to ensure that all assets were properly protected with the right security software installed and hard drives encrypted. While the security team had its own set of

tools, those tools did not readily track an asset back to an individual user, location or business unit. Lastly, when an employee left GreenSky, the IT team sometimes worked for more than a month to reacquire the assets of the departing worker. This created a significant amount of time when assets were stranded but out of service, and created a security risk due to the lack of physical control of the asset. All of this was compounded by the COVID-19 pandemic, with the entire company shifting to remote work. *"With COVID moving all our work offsite, everyone in senior management wanted a better picture of where all our assets were and to track them,"* says Kimberly Elliot, IT manager at GreenSky. As a technology-driven company, GreenSky also wanted the ability to generate detailed reports on key IT asset management metrics.

To summarize, GreenSky wanted to solve the following IT asset management challenges:

SLOW RECOVERY of assets during offboarding	**LOW-QUALITY DATA HYGIENE** and accuracy caused by reliance on spreadsheetsacross silos	**NO HOLISTIC VIEW** of IT management processes and reports	**LACK OF EASY INTEGRATIONS** between crucial IT systems to reduce manual labor and improve accuracy and timeliness
LACK of a single source of truth for asset data	**CURITY CHALLENGES** in tracing an asset to a specific employee, location or status and adjudicate audits	**NO EASY METHOD** for reporting on IT asset metrics to IT audit processes	**LACK OF API INTEGRATION** with external vendors to stream-line procurement and asset onboarding processes

Solution and Results

After an extensive evaluation of technology management solutions, the GreenSky team elected to try Oomnitza. GreenSky's IT team was able to install and deploy Oomnitza within two weeks and was impressed.

"Oomnitza's SCCM integration was hugely helpful. We could immediately see what was happening with all our Windows machines as far as being able to quickly tell what assets are on what version of software and what do we need to deploy or upgrade," says Elliot. GreenSky focused on using Oomnitza to streamline asset recovery, with strong results. *"When we have terminated employees, much of the asset recovery process is automated now and depending on how responsive the former employee is, we can even get assets shipped back in a few days,"* says Elliot. On the other side, Oomnitza is now integrated with GreenSky's CDW account via API. This reduces manual labor by automatically populating data for procured assets as soon as it leaves the warehouse.

By replacing spreadsheets with Oomnitza, Elliot and IT team members at GreenSky have been able to normalize all their asset data and automate key parts of the data capture process. This has improved accuracy and data hygiene. With the help of the Oomnitza customer success team, GreenSky set up a variety of multi-step

workflows for asset recovery, security response, and asset patching and upgrading processes. This has allowed GreenSky to be more secure while moving faster and reducing the amount of manual work for Elliot and her team. Thanks to Oomnitza, GreenSky has improved its technology management and orchestration by:

- Drastically cutting the amount of time required to recover assets from off-boarded employees from 4 to 6 weeks to a few days

- Improving data hygiene and quality through automated workflows for data capture and data format standardization

- Reducing the amount of manual labor required by replacing spreadsheets with Oomnitza's agentless discovery technology

- Creating of a single, more accurate source-of-truth for hardware, software, SaaS and cloud assets

- Improving security and reducing risk by accurate mapping every asset to an owner and location any asset to owner, defined location and status

- Automating procurement and onboarding workflows and data population with CDW

GreenSky is rapidly expanding its use of Oomnitza to increase functionality and expand workflows and integrations into HRIS and other areas such as tracking couriers and shipping information on assets en route. *"The new custom object functionality that Oomnitza just released is perfect for that,"* says Elliot, who is encouraged by her ongoing interactions with Oomnitza and the rapid pace of product evolution and improvements. *"It's almost like their product team is reading my mind. I recommend a feature and they tell me it's coming in the next release. And the team is so easy to work with and really helps us get the most out of Oomnitza,"* says Elliot. *"I would recommend Oomnitza to anybody."*

Reduced
asset recovery time
from 4-6 weeks to days

Improved
security stance by ensuring
all devices are running
endpoint protection

Delivered
automated workflows
to save manual labor

Simplified
security and IT audit processes

Transformed
the multi-step process of tracking
an asset location, status
or owner into a single query

Improved
data accuracy by auto-populating
asset data based on vendor records

Oomnitza is the first Enterprise Technology Management solution that provides a single source of truth for endpoints, applications, cloud, networking, and accessories. Our customers can orchestrate lifecycle processes, from purchase to end-of-life, across all IT assets, ensuring their technology is secure, compliant, and optimized, enabling their employees. Oomnitza is headquartered in San Francisco, CA. For more information, visit **www.oomnitza.com**.