



## GreenSky Slashes Asset Recovery Time and Cuts IT Costs with Oomnitza

**3 days**

average asset reclamation,  
reduced from 4-6 weeks with  
automated processes

**One**

accurate source-of-truth  
for hardware, software,  
SaaS, and cloud assets

**16%**

cost savings from  
comprehensive management  
of all technology assets



I would recommend Oomnitza to anybody. It's almost like the Oomnitza product team is reading my mind. I recommend a feature, and they tell me it's coming in the next release.

**Kimberly Elliot**, IT Manager, GreenSky

### About GreenSky

GreenSky is a leading financial technology company that offers a highly scalable, proprietary technology platform that enables over 10,000 merchants to offer frictionless promotional payment options to consumers.

#### Business Profile

- **Industry**  
Financial Services / Fintech
- **Employees**  
1,200+
- **Annual Revenue**  
\$518 million (2021)
- **Annual Transaction Volume**  
\$5.5 billion (2021)
- **Assets**  
2,000+

## About *(continued)*

This helps them accelerate their business by incorporating a seamless financing experience into their commerce flow. Banks also leverage GreenSky's technology to provide loans to super-prime and prime consumers nationwide.

Since its inception, over 4 million consumers have financed over \$15 billion of commerce using GreenSky's paperless, real-time "apply and buy" technology. As a finance company, they must adhere to a high standard of technology and IT asset management to comply with legal and compliance regulations. Because GreenSky deals with so much sensitive data, security is paramount. GreenSky is headquartered in Atlanta, Georgia with a satellite office in Kentucky. The company was publicly traded on the NASDAQ Exchange before being acquired by Goldman Sachs in 2022.

## Realizing the Urgency of Needing Improved Asset Data Accuracy and Hygiene

GreenSky needed to put more advanced capabilities in place for asset management. Because of the challenges of error-prone, manual updates, they believed they could improve the levels of data accuracy and data hygiene in their IT records. Until then, they struggled with:

### Fragmented and Error-Prone Data

GreenSky's IT team was juggling multiple spreadsheets and disconnected systems. Their current management solutions included software asset management, a configuration management database, mobile device management, unified endpoint management, and human resource information systems.



**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.**

**Kimberly Elliot**

IT Manager, GreenSky



Without a centralized platform to provide them a unified view of their assets, they were left with poor data hygiene and inaccuracies, lacking a dependable source of truth for hardware, software, and cloud assets.

## Slow Asset Recovery

When an employee left GreenSky, the IT team could spend weeks trying to reacquire the assets of the departing worker. In some cases, it took over a month to get devices back. This created security vulnerabilities, as devices weren't tracked or returned promptly—all of which was only compounded once COVID and remote work hit.

## Security and Compliance Gaps

GreenSky's 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 their own set of tools, they still struggled to trace assets back to specific users, locations, or business units. This gap posed risks around device encryption and security software compliance.

## Integration and Reporting Challenges

As a technology-driven company, GreenSky also wanted the ability to generate detailed reports on key IT asset management metrics to meet audit requirements and support strategic decision-making. They needed a solution that could generate comprehensive reports and integrate seamlessly with tools like Jamf, Atlassian Jira, Microsoft SCCM, CDW procurement, and HR systems.

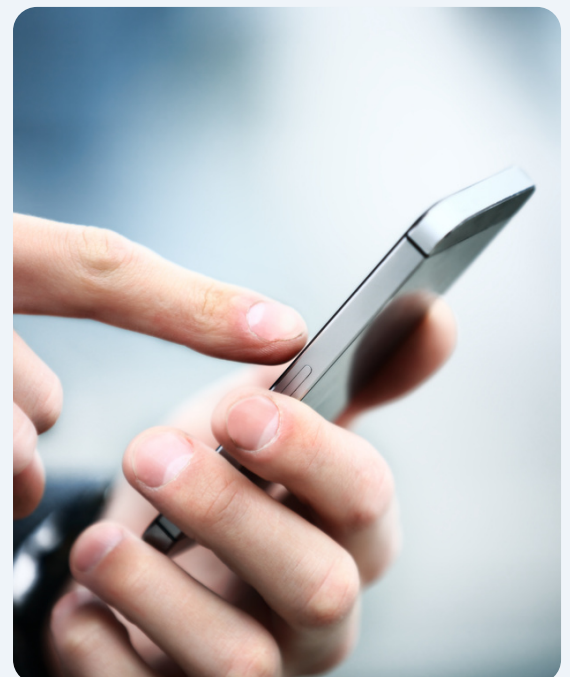
The company hoped to deploy an agentless modern IT asset management system that could acquire data automatically from all the tools they were using to manage their infrastructure.



## Challenges

**GreenSky faced several hurdles as they worked to manage thousands of IT assets across multiple systems and spreadsheets, resulting in inaccurate data, delayed asset recovery, and security risks—especially during a sudden shift to remote work due to COVID-19.**

- An inability to trace an asset to a specific employee, location, or status, which led to lengthy asset recovery periods
- A lack of easy integration between crucial IT systems that meant no holistic view of IT management processes and reports
- No easy method for reporting on IT asset metrics for audit processes



## Transforming Asset Recovery, Improving Efficiency, and Protecting Company Data

After an extensive evaluation of technology management solutions, the GreenSky team selected Oomnitza's modern IT Asset Management (ITAM) solution. ITAM provides IT leaders and staff with accurate data, advanced analytics, and simplified workflow automation needed to increase operational efficiency and responsiveness. GreenSky's IT team was able to install and deploy Oomnitza within two weeks and was impressed.



Oomnitza's Microsoft 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 we need to deploy or upgrade.

**Kimberly Elliot**, IT Manager, GreenSky

## Faster Asset Recovery and Improved Security

GreenSky focused on using Oomnitza to streamline asset recovery, with strong results. With automated workflows, they now recover offboarded employee assets in just days instead of weeks, reducing security risks.



## Real Returns. Real Savings. Real Results.

As a result of deploying Oomnitza, GreenSky was able to realize significant cost savings, security improvements, and IT efficiencies. They:

- Reduced offboarded employee asset recovery time from **4-6 weeks to a few days**
- **Improved data hygiene and quality** through automated workflows for data capture and standardization
- **Reduced extensive manual labor** with automation for common IT workflows
- Transformed asset tracking into a **single accurate source of truth** for hardware, software, SaaS, and cloud assets
- **Improved security and reduced risk** by accurately mapping every asset to an owner and location
- **Simplified procurement forecasting and employee onboarding** with CDW vendor integration, improving IT and finance alignment

Every asset is accurately mapped to an owner and location, strengthening device security.

"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 they leave the warehouse.

## Unified, Accurate Asset Data

Prior to Oomnitza, GreenSky's manual spreadsheet approach was constantly leaving them with outdated data. By replacing the spreadsheets with Oomnitza, they were able to normalize all their asset data and automate key parts of the data capture process.

They now had a single source of truth across hardware, software, SaaS, and cloud assets, enhancing data reliability and hygiene.

## Automation-Driven Efficiency

With the help of the Customer Success team, GreenSky used Oomnitza's 1,500+ prebuilt integrations from more than 160+ technologies to build multi-step workflows for asset recovery, security response, and patching/upgrades.

This allowed GreenSky to be more secure while improving efficiency and reducing the amount of manual work for the IT team.

## GreenSky is a diverse environment of technology assets and devices:

- Jamf on all Mac and iOS devices
- Atlassian Jira for service management and ticketing
- Microsoft System Center
- Configuration Manager
- Microsoft Active Directory
- Microsoft Intune
- CDW integration for procurement
- OneLogin for single sign-on
- UKG Pro/UltiPro for human capital management
- Azure Active Directory
- Microsoft Windows and macOS operating systems



## Looking Ahead

GreenSky is rapidly expanding its use of Oomnitza to increase functionality and expand workflows and integrations into their Human Resources Information System and other areas, such as tracking couriers and shipping information on assets in transit.

"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.**

**Kimberly Elliot**

IT Manager, GreenSky



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