

# Supporting the transition to SaaS

case study  
Motion Media Solutions



**New media company Motion Media Solutions relies on myOneLogin Secure Single Sign-On to simplify and secure access to the SaaS applications that run its business.**

## Challenge

- Support transition to SaaS
- Reduce password/account management effort
- Improve efficiency

## Solution

- myOneLogin Secure Single Sign-On

## Benefits

- Anytime/anywhere access
- Improved efficiency
- Control over application access

## Moving to SaaS

With the widespread success and adoption of Salesforce, and more recently Google Apps, many small and mid-sized businesses are looking seriously at Software-as-a-Service (SaaS) for a majority of their business operations. Small and growing businesses that have yet to build out an IT infrastructure can choose instead to use SaaS, gaining access to full-featured applications without the upfront investments or ongoing administration of on-premise software. But using many SaaS applications presents challenges in terms of managing accounts and passwords and controlling access to business data.

Motion Media Solutions, based in Dallas, Texas, is a new media video production agency that has made the strategic decision to run the business using SaaS where possible. Other than video production and editing, the company relies on SaaS applications for most of its daily operations, including customer communication, product management and collaboration, and back-office operations.

As it made the transition to SaaS, Motion Media Solutions implemented myOneLogin Secure Single Sign-On to simplify and secure access to the myriad applications that run the business. Delivered as a service, myOneLogin requires no software installation or maintenance, supporting the company's commitment to using SaaS wherever possible. myOneLogin helps the company employees be more productive while providing the business with better control over access to its vital applications.

## Company Background

*New media video production agency supporting corporations and non-profit organizations, foundations and small businesses.*



## Challenges

As a small but growing agency, Motion Media Solutions needs to focus its time and resources on working with its customers and developing creative content – not on application maintenance and management. Like most small businesses, the company is always seeking to keep expenses low while optimizing productivity.

Through its success with Salesforce, the company knew the power of the Software-as-a-Service (SaaS) model. As the company grew, founder and CEO Ross Mason made the strategic decision to move to SaaS applications to run the business. Says Mason, “We only want to own those applications that are core to our business, such as video editing software. For everything else, we want to use web applications wherever possible, so we can focus on our essential business rather than managing applications.”

In making the switch to SaaS, however, Mason worried about how all of these applications would work together in the daily operations of the business. According to Mason, “We already had more than enough user names and logins to manage. When they get lost, we end up wasting time resetting them. I worried about the time lost managing passwords and making everything work together as we increased the use of SaaS.”

## myOneLogin: Enabling the transition to SaaS

Mason discovered myOneLogin Secure Single Sign-On on Salesforce AppExchange and used it to create a virtual online desktop of the web-based applications the business uses. myOneLogin combines strong authentication with single sign-on for web-based applications.

The company adopted myOneLogin at the same time that it switched to Gmail, Google Apps for documents and presentations, and Basecamp for project management and collaboration. Today Motion Media Solutions uses myOneLogin to access the applications that run its business, including human resources services, website hosting, video sharing and content delivery sites related to the new media the company produces.

Using the SaaS model together with myOneLogin gives Motion Media Solutions enormous flexibility and efficiency. According to Mason, “I can login wherever I am, on any computer, and be productive. When my laptop died, it was a great relief to know that almost everything I have created or use was online and available to me while the laptop was being repaired.”

## The benefits of secure single sign-on

Using myOneLogin, Motion Media’s employees can log in just once to access all of their web-based applications. This has greatly reduced the need to track and manage passwords for various accounts. Says Mason, “Using myOneLogin definitely saves us time and allows me to be more efficient.”

While efficiency was the driving factor in using myOneLogin, the added security was a bonus. myOneLogin uses strong authentication to protect the login from phishing, man-in-the-middle attacks, and other forms of password theft and fraud.

myOneLogin also improves overall security by giving the business better control over access to accounts. Using myOneLogin, Motion Media Solutions never has to give an employee a Salesforce account password, for example. They simply create a myOneLogin account, and have myOneLogin manage application-specific authentication, typically using federation standards. Adding or removing application access is easy.

“We sometimes hire young people for short-term projects. We don’t have to worry about ‘locking them out’ of accounts when they leave, which gives me peace of mind as well as saving a lot of time,” says Mason.

The overall experience of adopting and using myOneLogin has been positive. Says Mason, “Implementation was quick and easy. The support staff has been wonderful when we have had questions. TriCipher has been adding features to the service since we adopted it, and since it’s a service, we can access the new features immediately, without having to upgrade any in-house software.”



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