

## ABP delivers **Digital Workspace solution** for graphics-intense & data-heavy applications to ensure secure & seamless work from home

### Industry: Media

Ananda Bazar Patrika (ABP) Group is an Indian media company headquartered in Kolkata, India. Established in 1922, ABP Group today has evolved into a media conglomerate that has eleven premier publications, six 24x7 national TV news channels, one leading book publishing business as well as mobile and internet properties. ABP is also involved in conducting multiple events across a slew of fields that include corporate, literary, education (schools and colleges) and more.

# ABP

At the very onset of the Covid19 pandemic situation, ABP had decided to implement Work From Home policy for the workforce. Technology team at ABP worked on implementing a framework with internal team as well as external partners in delivering a best-of-the-breed solution.

“ After a rigorous evaluation of several solutions, we zeroed in on Accops solution. Initially, we had rolled out the solution for our IT team only, and quickly realized that the solution was taking care of all our operational and data security requirements. Within two weeks, we implemented the solution for the entire workforce. The solution is very simple; easy to implement and manage. The dashboard is excellent and provides detailed insight into the activity pattern of users and a 360-degree visibility & control over enterprise applications & data.

**Abdur Rafi, CISO & Head of IT Infrastructure, ABP Group**

### Challenges

- Covid-19 mandated work from home for all, but the existing solution could not be scaled
- Productivity loss for editorial staff due to inconsistent access to office infrastructure & graphic-heavy apps over low bandwidth home WiFi
- Data security concerns as WFH users worked on unpatched personal laptops & networks
- Business suffered due to poor accessibility of core applications, like ERP, BI, AD modules, from home
- Organizational risk due to potential information leakage from endpoints

### Solution

- Complete Digital Workspace Solution (Sandboxed Access to Office PC and VDI)
- Secure application access gateway
- Multi-factor authentication
- Device entry control and persona-based contextual access control
- High standard end-point data leakage prevention

### Benefits

- Productivity improved to pre-Covid levels during the Covid peak with all business functions running normally
- 24x7 news operations become possible with seamless access to applications, data anytime, from anywhere, using any device
- Better monitoring & enhanced risk profiling as IT has 360-degree visibility and control over enterprise applications, data and endpoints
- Realistic planning of future IT needs becomes possible with the visibility of regular usage pattern



## Business requirements

- Simple, light and secure remote work solution to access Office infrastructure and business-critical, graphics-heavy applications
- In-built device entry control and device posture check capabilities to prevent access from compromised or unauthorized devices
- Strong data leakage prevention features to prevent information leak from remote endpoints
- Seamless access over Internet using old BYOD devices
- Strong authentication and authorization
- Simple dashboard and audit logs to keep tabs on who accessed what, when and how and from where.

The newsrooms would be abuzz with the latest happenings 24x7, with reporters, desk personnel and editors rushing against time to meet a deadline or break news. Then Covid-19 struck the world and, like other industries, the media houses too had to grapple with the consequences.

In mid-March 2020, the management at ABP Group, one of the largest media conglomerates in India, decided to roll out work from home for the entire workforce, including business users, editorial staff, designers, and photographers.

Before the pandemic, only 15-20 IT professionals would use a traditional VPN with Firewall for troubleshooting and support staffs working late night or on general holidays. However, in the complete work-from-home scenario, IT had to enable several hundreds of employees to access the internal corporate network remotely using internet.

About a couple of hundreds of them were editorial staff, page designers, graphic artists and photographers who had to access data-intensive and graphics-heavy files and applications, such as Adobe InDesign, Adobe Photoshop, QuarkXpress, etc. Many of them were using their own old devices to perform their daily roles.

Other business users and post-production teams, too, had to access applications, like ERP, BI and AD modules, from home to carry out their respective functions as usual.

The existing VPN could not support this sudden spike in concurrent remote users. Moreover, the existing VPN did not have any endpoint control, device entry control or other data leakage prevention capabilities, which were critical for a media house to prevent information leak.

IT team was looking for a simple, light and secure remote access solution that would enable the users to access their Office PCs and internal applications, and work from home seamlessly over internet using corporate or personal devices.



## Products Deployed

### Accops Digital Workspace:

- HyWorks: Application and Desktop Virtualization
- HySecure: Zero Trust Application Access Gateway
- HyID: Strict Authentication and Authorization with MFA

After exploring six different solutions available in the market, ABP rolled out Accops Digital Workspace suite, comprising End-user Computing Virtualization, Zero Trust-based Application Access Gateway and Identity & Access Management (IAM) solutions, deployed on-premise.

Using Accops solution, the IT team could virtualize and deliver compute and data-intensive content management and graphics applications to users working from home over low bandwidth home WiFi connections.

The inbuilt contextual access feature helped secure access from old personal devices and protect business-critical information. The out-of-the-box multi-factor authentication allowed the IT team to prevent access by unknown users, or from unauthorized devices.

With the Accops solution, users' productivity improved to the pre-Covid level. The business could sandbox access to internal applications, and gain complete visibility and control over enterprise applications, data and endpoint devices. The IT team could keep tabs on all user activities, and gain contextual insight into who accessed what, when, how and from where. Business can also keep tabs on usage pattern and plan future IT requirement realistically.

“ Accops has helped us come out with the Work-from-home setup in quick time, which works well in the low network scenarios also. We decided to implement Accops HySecure, HyWorks, HyID solutions. At present, our users are happy with the simple rollout of the solution, and both the editorial & business teams can smoothly operate from home.

**Subhamoy Chakrabarti**  
Head of IT, ABP Group