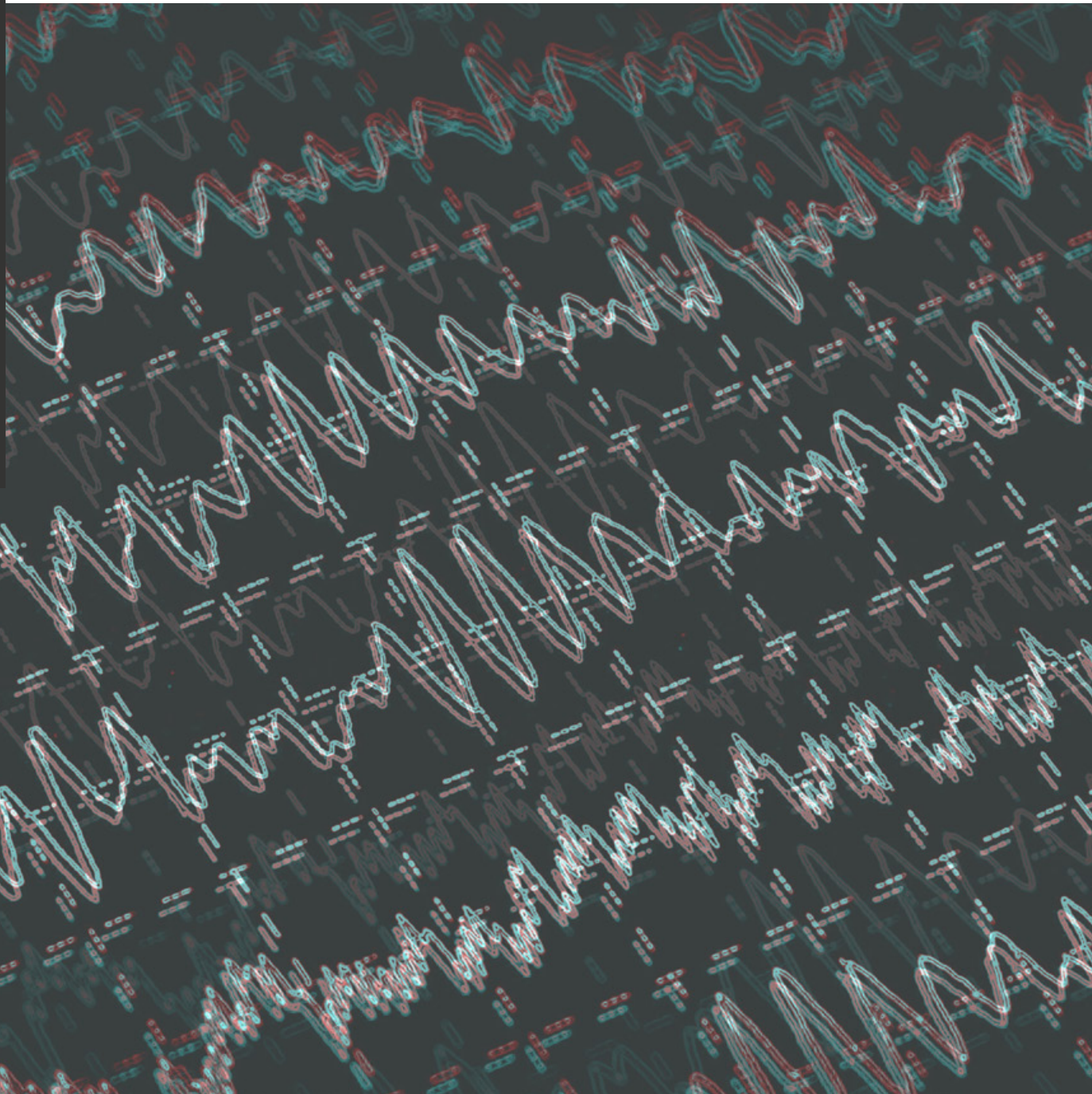


Armor Anywhere Case Study

Managing the Brainstorm

THINKTANK'S INNOVATIVE
SOFTWARE IS LEADING A
COLLABORATION REVOLUTION



ThinkTank

ARMOR™

Armor Anywhere Case Study

Managing the Brainstorm

THINKTANK'S INNOVATIVE SOFTWARE IS LEADING A COLLABORATION REVOLUTION

Name:	Think Tank
Location:	Denver, Colorado.
Industry:	Collaboration Software
Website:	thinktank.net

In our outcome-driven world, it's almost ironic that defining the value of an idea is nebulous at best. This is especially true in corporate culture, where the reach of a concept is often predetermined by the hierarchal politics in place. The impact of this is immeasurable, as the next 'big idea' might never make it past a decision-makers inbox.

Refusing to sit idly by as the world's mental capital goes to waste, an innovative software company named ThinkTank, has a solution.




Rethinking the thought process

Driven by what they refer to as 'Collective Intelligence Movement,' their collaboration software allows ideas in large-scale organizations to be judged on their merits and not on job titles.

This paradigm shift, as ThinkTank CISO, Carlin Dornbusch explains, begins by separating egos from ideas.

"We want to provide a purely creative realm for our clients. To do this there's no identification of whom in the organization is sharing an idea. Therefore, an intern's input has as much value as an executive's. This helps the organization fully-leverage its potential to innovate."

The software itself acts as a launching point for each organization that leverages it – customizable to meet their unique collaborative challenges. No matter its application, the core concept of 'Collective Intelligence' is in full effect, letting the ideas flow.



Definition: **Collective Intelligence** is a quality demonstrated by any group of people working together. Groups can act more or less collectively intelligent. The more collectively intelligent a group is, the more their structure, processes, and interactions lead to exceptional outcomes.

Collective Intelligence in action*



Increased stakeholder participation **by 1000%**



Reduces process time and effort **70 – 90%**

* Estimated benefits. Actual results may vary.

Head in the cloud

Before upending the collaborative status quo, ThinkTank needed a hosting environment capable of supporting its growing clientele and product offerings. To achieve this, they selected Amazon Web Service (AWS), with the expectation to eventually leverage it as is their primary hosting platform.

Along with cost-efficient, tool-rich benefits, ThinkTank can also achieve the scalability needed to meet their growing storage demands as they continue to amass the collaborative output of the large-scale organizations they serve.

"In moving to Amazon, I'm able to support our customers with greater scale and availability," Carlin explained. "Our new environments allow us to easily spin up a new host to accommodate any performance, CPU or RAM requirement."

Finding a secure solution

With their cloud hosting strategy in place, ThinkTank began searching for a security solution to protect their client's 'big ideas.' And although those ideas aren't a natural target for cyber attacks, as they aren't intended to include any personally identifiable information (PII), ThinkTank and Carlin weren't willing to provide anything less than complete coverage.

"We're custodians of our client's data – active and at rest. So while our platform isn't designed for PII data, if that information was to make it onto our system, we would be responsible for protecting it."

Beyond just doing their due diligence, a strong security posture is also a mandatory feature of the platform for their professional services clients, who must fulfill their own customer's data security and compliance prerequisites.

"They have very stringent security needs as well as their own security and audit teams – some are even audit companies themselves. Before they can advise their own clients to implement our platform, they need to be confident that it's secure."

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Carlin Dornbusch | CISO, ThinkTank



Armored intelligence

To maintain their commitment, ThinkTank sought what Carlin refers to as 'a one-stop shop' for security solutions. Something that doesn't require a plethora of installations or the management of multiple monitoring tools, contracts or vendors.

The solution came in the form of Armor Anywhere, which once installed on their AWS instances, provided a seamless view of their entire security posture. Suddenly, ThinkTank had a full suite of security monitoring technologies that are typically only acquired through developing an in-house security operation center (SOC). This value didn't go unnoticed.

"Armor Anywhere's SOC monitoring is another added benefit and something we're happy to not have to manage on our own."

Additionally, ThinkTank also benefited from an ease of transition to the new platform. As an existing Armor Complete client, they were familiar and confident in Armor's migration process – this fluency was helpful in assuaging any fears of their more security-concerned customers.

With Armor Anywhere defending this cresting wave of genius, ThinkTank can focus on further unrestricting the flow of ingenuity – leading to more exceptional outcomes for their clients.

Defending the Cloud

The Benefits of Armor Anywhere on AWS



MANAGED
SECURITY



VISIBILITY
& CONTROL



RIGHT WORKLOAD,
RIGHT SECURITY



EASY &
COST-EFFECTIVE



ThinkTank

Thinking forward

So far ThinkTank's brainpower revolution has proven successful.

Through use in brainstorming, workflow management and operational decision making, the platform has helped several companies remove obstacles to collaborative problem solving and rediscover the value of their creative capital.

Carlin and ThinkTank will continue to help organizations realize this value, encouraging them to maximize their potential so that the next game-changing idea doesn't go unnoticed.



Armor protects the most demanding businesses

FIND OUT HOW

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