

WORLDWIDE LEADER IN PAINTS AND COATINGS RUST-OLEUM® INSTALLS ACRONIS ACCESS® FOR ON-THE-FLY ACCESS TO CORPORATE FILES, ENABLING USERS TO MAKE QUICK DECISIONS WITH CONFIDENCE

Acronis



RUST-OLEUM® EMBRACES MOBILITY

Rust-Oleum® offers laptops to its mobile staff, which includes executives and management, but for those users having to haul around a heavy laptop is a demanding process. While the laptop is a great tool, it's traditionally slow, clunky and has a limited battery life. In other words, it's a pain to take on the road. Even after arriving at their destinations, there is still the added annoyance of users needing to boot them up, log in, find wireless, and all the other time-consuming things people do to gain access to work files.

Rust-Oleum's objective was to find a new way to make users more mobile and provide the systems and file access they are accustomed to, in a more efficient manner.

To help eliminate the unnecessary hassle of traveling with unwieldy laptops, Rust-Oleum decided to introduce the iPad®, but the company's IT department faced one looming question: how can executives and management personnel – the first two groups that were issued the iPad – use the device to the fullest extent, securely?

As Rust-Oleum's Director of Enterprise Technology, Brad Hillebrand, said, *"We knew iPad was a superior product that could provide our users with the flexibility they needed to do their jobs effectively, from whatever remote location they happened to be working from at the time. But in the IT department, we were still faced with the challenge of how to make using devices like iPad and iPhone® more efficient, while at the same time giving us more control. Basically, we needed to figure out how we could take it up a level."*

ACRONIS ACCESS AT WORK

Hillebrand and his team had started switching the company's Blackberry users to iPhone concurrently with the iPad introduction.

As part of their multi-product plan to implement more security and control, Rust-Oleum's IT staff implemented MobileIron's Mobile Device Management framework, which helped them control and audit apps being installed onto the iPad, as well as implement secure ID's and password/security policies.

In their continuous efforts to make the iPad the most efficient tool possible, the IT team kept asking itself, *"What's next? What else can we do?"*

CHALLENGE:

Find a way to securely add more value and greater mobility to Rust-Oleum iPad® and iPhone® users

Behind every great company, especially one that's almost a century old, there's a great story, and Rust-Oleum is no different. As the tale goes, Scottish-born Sea Captain Robert Fergusson was looking for a way to prevent the spread of corrosion on his boat. Then one day what seemed like an innocent accident, the spilling of fish oil on deck, prompted the development of a fish oil-based paint that stopped rust, dried overnight and left no lingering aroma. Thus, Rust-Oleum Corporation was born. The company has worked hard to maintain this legacy of innovation, both with regard to its products and among its employees. This includes the tools Rust-Oleum employees are provided to do their jobs better, smarter, and with more efficiency.

KEY CHALLENGES:

Rust-Oleum needed a mobile enterprise solution that would allow users to securely access files on the go, rounding out the company's usability package and adding value to its support for to iPad and iPhone users.

KEY BENEFITS:

Acronis Access® allows Rust-Oleum users to pull down content and access corporate files on the fly, without having to boot up and login. Decisions are made quickly, easily and, most importantly, securely. Efficiency and streamlining the work flow has greatly improved.

Turns out a lot. They incorporated email into Lotus Notes – including calendar and contacts and enabled access to corporate resources via VPN. Taking a step back, Hillebrand says, the team said, *“Okay – we’ve given our users secure email, VPN access, access to corporate resources... what else?”* That’s when they realized the missing piece was secure Mobile File Management – something only a solution like Acronis Access could offer.

According to Hillebrand, *“Acronis Access allows the Rust-Oleum iPad users to grab the content they want and access corporate files on the fly, without the hassle of having to carry a heavy laptop and boot up. They can read and edit the most up-to-date documents, make decisions, and get back to people in a timely manner, totally streamlining their work process.”*

For other staff, Rust-Oleum’s IT is investigating two-way sync features. Having this capability at their fingertips means users can sync all their content, from PDFs and marketing content to sell sheets and brochures, on their iPads so they’re prepared for meetings with the latest support materials

BY NUMBERS

The company has distributed over 50 iPads to the executive team, management personnel, HR, and finance, to rave reviews. With word of the devices and their benefits spreading around the company, demand is now extremely high. Rust-Oleum has also introduced over 250 iPhones across the company and the rollout continues. Says Hillebrand, *“From the President to our VP’s, Managers and Directors, iPad is a winner. We have plans to do even more with the iPad and iPhone this year, and we know that with Acronis Access as part of that mix, the experience, and the user response, will be just as positive.”*

ABOUT RUST-OLEUM®

One of America’s most recognized and trusted names, Rust-Oleum is the number one brand of small project paints. Its brands and products span the consumer and industrial small project paints, primers, specialty coatings and wood care categories and include such trusted names as Rust-Oleum, Stops Rust®, Painter’s Touch®, American Accents®, EPOXYSHIELD®, Varathane®, Zinsser®, Wolman™ Wood Care Products, Modern Masters® and Watco®.

ABOUT ACRONIS®

Acronis sets the standard for New Generation Data Protection through its backup, disaster recovery, and secure access solutions. Powered by the AnyData Engine and set apart by its image technology, Acronis delivers easy, complete and safe backups of all files, applications and OS across any environment—virtual, physical, cloud and mobile.

Founded in 2002, Acronis protects the data of over 5 million consumers and 300,000 businesses in over 130 countries. With its more than 50 patents, Acronis’ products have been named best product of the year by Network Computing, TechTarget and IT Professional and cover a range of features, including migration, cloning and replication.

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