

# Providing One-Click, Secure Access to Multiple Apps and Reducing Password Reset Costs with QuickLaunch Identity Integration-Platform-as-a-Service

Solutions: Identity Provider, Single Sign-on, Password Manager with MFA and User Self-Registration

## About Western Marketing

Established in 1989, Western Marketing is an Iowa-based national Independent Marketing Organization (IMO) dedicated to recruiting, servicing and supporting independent insurance agents in all 50 states of the USA. It offers agents and brokers a complete line of life and health insurance products for the Senior Market. Western Marketing also recruits agents for insurance companies and provides them with tools, resources and back-office support. Marketing consultants and support staff at Western Marketing help agents to streamline their business so they can focus on selling.



## CHALLENGES:

Remembering multiple credentials for multiple applications was a daunting task. Users have to enter different credentials for multiple applications which was a huge productivity drain and provided a poor user experience. Moreover, users have to go to the IT help desk to reset lost or forgotten passwords resulting in longer resolution time.

### Multiple Credentials

1

Using multiple credentials to login to essential applications from multiple screens was a big setback for users. This not only drained user productivity but also resulted in a poor user experience. Remembering multiple credentials was challenging for the users.

### Security Risks

2

Maintaining credentials on a spreadsheet or using the same passwords for every application was a big security risk.

### High Password Reset Costs

3

Multiple applications with different credentials mean multiple password reset requests going to the IT help desk. The costs incurred for every password reset request going through the IT help desk was high. The volume of password reset requests resulted in long waiting queues and prolonged resolution time.

### Default Passwords

4

Sending default passwords to new users over emails created multiple security risks for the company as well as the users.

SOLUTIONS:

1

Identity Provider

Identity Provider provided Western Marketing a trusted and secured identity cloud solution helping Western Marketing to manage and store digital identities.

2

Single Sign-On

Single Sign-On provided one-click secure access to multiple applications while boosting productivity for IT and the users, resulting in an enhanced overall end user experience.

3

Password Manager with MFA

Password with MFA (Multi-Factor Authentication) helped Western Marketing to reduce helpdesk calls related to password resets as users can now reset lost/forgotten passwords using multiple factors such as SMS, Email and Challenges Questions. This boosted IT productivity enabling knowledge experts to utilize their time on other productive tasks.

4

User Self Registration

Western Marketing streamlined onboarding of new users with self-registration. Instead of receiving physical letters or emails with default passwords, first time users get email notification with a link to complete their security profile and setup their passwords.



BENEFITS:

► **Enhanced Productivity & User Experience**

Now, users only have to remember one password to login to multiple applications! One set of credentials improved work efficiency, thereby enhancing overall productivity of users. A single set of credentials for essential applications means less password resets, enabling the IT help desk staff to utilize their time on other critical tasks.

► **Reduced IT Help Desk Costs**

Average cost of resetting passwords through the IT help desk is costly. QuickLaunch provided users with the ability to reset their lost or forgotten passwords using smart factors (email, SMS, challenges questions, YubiKey) saving thousands of hours and IT operational dollars.

► **No More Default Passwords**

As first-time users were able to create their own passwords, the practice of sending default passwords via email or physical letters was abolished and the headache of trying to figure out the process for users was eliminated. Quick, easy, and most importantly, secure access for users.

QuickLaunch is delighted to launch its proprietary Single Sign-On and Password Manager with MFA at Western Marketing. This will support the organization to improve operational efficiency of their IT team by helping them manage user identities using our IAM suite. The AI-powered IAM suite comes with multiple capabilities such as Identity Provider, Single Sign-On, Smart Password Manager with Multi-Factor Authentication, and User Self-Registration. We are highly committed to help the institution in its mission to deliver IT applications seamlessly and securely in a cost-effective manner”

Neeraj Kainth, CEO, QuickLaunch

**Future Scope:**

QuickLaunch, fast emerging as the preferred Integration Platform-as-a-Service (IPaaS) for its existing clients, can extend its functionalities to integrate all the systems and applications of the institution to provide a wholesome and delightful experience to all its stakeholders. With an exclusive range of identity and access management solutions, QuickLaunch will act as a one-stop shop for Western Marketing’s IAM needs.