

# Hearst Communications



Microsoft Azure AD and EM+S have united Hearst's scores of businesses with a centralized digital enterprise, all while enabling IT and improving user satisfaction.

## Summary

### Client profile

New York City-based Hearst Communications is a mass media and business information conglomerate. They consist of 360 businesses, 7 diverse divisions, 300 publications, 30 television stations, and over 20,000 employees.

### Problem

Hearst needed to centralize IT operations for their many far-flung businesses to improve security, worker productivity and mobility, and to break down data silos in order to achieve their business transformation goals.

### Solution

With the help of Oxford Computer Group, Hearst transformed into a centralized, cloud-first, mobile-first digital enterprise using more than a dozen features of Microsoft EM+S and Azure AD.

### Benefits

- Fast and efficient Azure SaaS app approval and deployment
- Advanced Threat Analytics provides a deep, real-time view of the Hearst attack footprint
- Find and fix performance issues in Active Directory quickly with Azure AD Connect Health
- One identity and less wasted time with Azure Application Proxy
- A safeguarded network with Azure AD Identity Protection
- Reduction of help-desk calls with Azure AD self-service password reset
- With Azure AD B2B collaboration services, Hearst can give users in newly acquired businesses quick access to resources
- Growing satisfaction - employees see IT as an enabler, rather than a barrier

## How does a massive organization with a complex IT infrastructure begin their modern workplace transformation journey? With Microsoft Azure, EM+S, and the help of Oxford Computer Group.

Hearst Communications has found many things to like about Microsoft Enterprise Mobility + Security (EM+S) and Azure Active Directory (Azure AD), such as faster apps with more control, a comprehensive view of threats in real time, pinpoint insights, automated protection, concrete savings, quick collaboration, and one identity for everyone.

Hearst helped define modern journalism and more or less invented the media industry as we know it. Today, they continue to reinvent the media business, with almost 100 brands and diversification into new sectors.

That's why Hearst turned to the Microsoft Azure cloud platform to transform its far-flung businesses into a centralized, cloud-first, mobile-first digital enterprise. As part of that effort, Hearst uses more than a dozen features in the EM+S suite, and Azure AD plays a key part in managing directory services, identity governance, and application access across the organization.

### Eight things Hearst likes best about Microsoft EM+S and Azure AD.

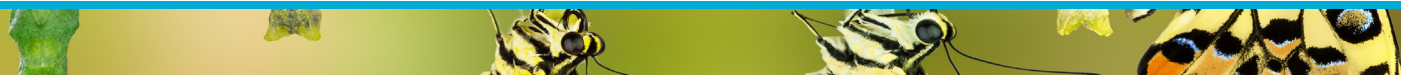
#### 1. Ability to deploy new software as a service (SaaS) apps in just hours

It used to take months for Hearst IT to approve, purchase, provision, test, and deploy the resources to run a new app. Multiple business units sometimes repeated the entire long process for the same application. Now, Hearst uses 200+ apps from the Azure SaaS Apps gallery that IT can have ready to run in just hours. Users get single-sign access managed in Azure AD, and IT can apply MFA without changing the apps.

**Call** +1 877 862 1617

**Email** [info@oxfordcomputergroup.com](mailto:info@oxfordcomputergroup.com)

# Hearst Communications



## 2. Using Microsoft Advanced Threat Analytics (ATA) to identify suspicious behavior

When Hearst IT implemented ATA in EM+S, they fell head over heels for the deep, real-time view of the Hearst attack footprint.

“Our security specialists saw the opportunity to use ATA to identify and analyze suspicious user and device behavior early, and they couldn’t get onboard fast enough,” says Chris Suozzi, Director of Cloud Programs at Hearst. “That’s when they recognized the serious tools we had with EM+S.”

## 3. Pinpoint insights in Azure AD Connect Health

Hearst uses Azure AD Connect Health to find and fix any performance issues in existing AD environments. “We used a Connect Health dashboard to identify a replication issue and pinpoint where we needed more resources to process the authentication requests faster,” says Suozzi.

## 4. One identity with Azure Application Proxy

The thousands of Hearst employees who work remotely all over the world in dozens of different business units all need easy, protected access to multiple applications. Many have deadlines to meet, and few have time to sign in multiple times - or deal with lost passwords. With Azure Application Proxy, Hearst can configure on-premises apps to provide remote authentication and access through a SSO in Azure AD.

“Some employees could spend half an hour a day connecting to VPNs and signing in, and that doesn’t capture forgotten passwords or support calls,” says Suozzi. “We’re using Azure AD to give each one of our 20,000 employees one identity and one password.”

## 5. A safeguarded network with Azure AD Identity Protection

With Azure AD Identity Protection, Hearst can monitor network vulnerabilities, secure compromised identities, and safeguard confidential information. “We’ve already consolidated most of the business into a single Azure AD domain, and we use Identity Protection to automate

policies for leaked credentials, sign-ins from unfamiliar locations, and other suspicious activity,” says Suozzi.

## 6. Saving money with Azure AD self-service password reset (SSPR)

With SSPR in Azure AD, Hearst can let employees manage their own passwords from any device or location and maintain compliance with corporate policies. “It reduces help-desk calls,” says Suozzi, “and we saved some cold, hard cash by eliminating a third-party vendor.”

## 7. Coming together through Azure AD B2B

Hearst will likely continue to grow, partly through a steady pace of acquisition. New business units usually come with their own directory service, or even an Azure AD tenant, but also with limited network connectivity or access. Now Hearst can use Azure AD B2B collaboration services to give users in acquired business units quick access to Hearst network resources.

## 8. Changing the Hearst culture with Azure AD

Hearst IT is excited to see surveys that show growing employee satisfaction and to hear executive support for Azure AD and other cloud initiatives at Hearst. “We’ve used Azure to change the culture at Hearst,” says Suozzi. “We’re getting people to look ahead and see IT as an enabler, not a barrier.”

### About Oxford Computer Group

OCG has specialized in providing customers with flexible and secure identity and access, identity governance, and data protection solutions for more than 15 years. We’ve designed and implemented custom solutions for more than 800 organizations large and small across the globe.

Offering workshops, design and development sessions, implementations, management and support services, and training services for IT professionals, OCG is a Microsoft Gold Partner and has won Microsoft’s Partner of the Year Award seven times.