

GreenSky Recovers Assets Faster and Reduces Costs with Oomnitza

3 days

average asset reclamation reduced from 4-6 weeks with automated processes

One

accurate source-of-truth for hardware, software, SaaS and cloud assets

16%

cost savings from comprehensive management of all technology assets

GreenSky is a leading financial technology company that offers a highly scalable, proprietary technology platform that enables over 10,000 merchants to offer frictionless promotional payment options to consumers. This helps them accelerate their business by incorporating a seamless financing experience into their commerce flow. Banks also leverage GreenSky's technology to provide loans to super-prime and prime consumers nationwide. Since inception, over 4 million consumers have financed over \$15 billion of commerce using GreenSky's paperless, real time "apply and buy" technology. As a finance company, GreenSky must adhere to a high standard of technology and IT asset management to comply with legal and compliance regulations. Because GreenSky deals with so much sensitive data, security is paramount.

GreenSky is headquartered in Atlanta, Georgia with a satellite office in Kentucky. The company was publicly traded on the NASDAQ Exchange before being acquired by Goldman Sachs in 2022.



Business Profile

- **Industry: Financial Services / Fintech**
- 1,200+ employees
- \$418 million annual revenue (2021)
- \$5.5 billion annual transaction volume (2021)
- 2,000+ assets

The Urgency of Improved Asset Data Accuracy and Hygiene

GreenSky needed to put in place more advanced capabilities for asset management, replacing multiple spreadsheets. Because of the challenges of error prone manual updates, GreenSky believed it could improve the levels of data accuracy and data hygiene in its IT records. The company hoped to deploy an agentless modern IT asset management system that could acquire data automatically from all the tools it was using to manage their infrastructure. This would allow them to create a unified view of their assets, and also provide an integration layer on which they could add new data sources, or create bi-directional workflows between different tools. Their current management solutions include software asset management, a configuration management database, mobile device management, unified endpoint management, and human resource information systems.

For security, the IT team was working with their Infosec department to ensure that all assets were properly protected with the right security software installed, and hard drives encrypted. While the security team had its own set of tools, they did not readily track an asset back to an individual user, location or business unit. Lastly, when an employee left GreenSky, the IT team sometimes worked for more than a month to reacquire the assets of the departing worker. This created a security risk due to the lack of physical control of the asset. All of this was compounded by the COVID-19 pandemic, with the entire company shifting to remote work. “With COVID moving all our work offsite, everyone in senior management wanted a better picture of where all our assets were and to track them,” says Kimberly Elliot, IT manager at GreenSky. As a technology-driven company, GreenSky also wanted the ability to generate detailed reports on key IT asset management metrics.

To summarize, GreenSky wanted to overcome the following IT asset management challenges:

- Lack of a single source of truth for asset data
- Low-quality data hygiene and accuracy caused by reliance on spreadsheets across technology silos
- Slow recovery of assets during offboarding
- No holistic view of IT management processes and reports
- Lack of easy integration between crucial IT systems
- Inability to trace an asset to a specific employee, location or status
- No easy method for reporting on IT asset metrics for audit processes
- Lack of integration with external vendors

GreenSky has a diverse environment of technology assets and devices under management:

- Jamf on all of Mac and iOS devices
- Atlassian Jira for service management and ticketing
- Microsoft System Center Configuration Manager
- Microsoft Active Directory
- Microsoft Intune
- CDW integration for procurement
- OneLogin for single sign-on
- UKG Pro/Ultipro for human capital management
- Azure Active Directory
- Microsoft Windows and macOS operating systems

Transforming Asset Recovery, Improving Efficiency, and Protecting Company Data

After an extensive evaluation of technology management solutions, the GreenSky team selected Oomnitza's Enterprise Technology Management (ETM) solution. ETM provides IT leaders and staff the accurate data, advanced analytics and simplified workflow automation needed to increase operational efficiency and responsiveness. GreenSky's IT team was able to install and deploy Oomnitza within **two weeks** and was impressed.

"Oomnitza's SCCM integration was hugely helpful. We could immediately see what was happening with all our Windows machines as far as being able to quickly tell what assets are on what version of software and what do we need to deploy or upgrade," says Elliot.

GreenSky focused on using Oomnitza to streamline asset recovery, with strong results. *"When we have terminated employees, much of the asset recovery process is automated now and depending on how responsive the former employee is, we can even get assets shipped back in a few days,"* says Elliot. On the other side, Oomnitza is now integrated with GreenSky's CDW account via API. This reduces manual labor by automatically populating data for procured assets as soon as it leaves the warehouse.

By replacing spreadsheets with Oomnitza, IT team members at GreenSky normalized all their asset data and automated key parts of the data capture process. This improved accuracy and data hygiene. With the help of the customer success team, GreenSky set up a variety of multi-step workflows, leveraging the power of Oomnitza's out-of-the-box connectors to over 1,250 integration points from more than 160 technologies for asset recovery, security response, and asset patching and upgrading processes. This allowed GreenSky to be more secure while improving efficiency and reducing the amount of manual work for the IT team.

GreenSky is rapidly expanding its use of Oomnitza to increase functionality and expand workflows and integrations into their Human Resources Information System, and other areas such as tracking couriers and shipping information on assets in transit. *"The new custom object functionality that Oomnitza just released is perfect for that,"* says Elliot, who is encouraged by her ongoing interactions with Oomnitza and the rapid pace of product evolution and improvements. *"It's almost like their product team is reading my mind. I recommend a feature and they tell me it's coming in the next release. And the team is so easy to work with and really helps us get the most out of Oomnitza,"* says Elliot. *"I would recommend Oomnitza to anybody."*



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Kimberly Elliot,
IT Manager

Real Returns. Real Savings. Real Results

As a result of deploying Oomnitza, Greensky was able to realize significant cost savings, security improvements and IT efficiencies.

- **Reduced** off-boarded employee asset recovery time from 4-6 weeks to a few days
- **Improved** data hygiene and quality through automated workflows for data capture and standardization
- **Reduced** extensive manual labor with automation for common IT workflows
- **Transformed** asset tracking into a single accurate source-of-truth for hardware, software, SaaS and cloud assets
- **Improved** security and reduced risk by accurate mapping of every asset to an owner and location
- **Simplified** procurement forecasting and employee onboarding with CDW vendor integration, improving IT and finance alignment

About Oomnitza

Oomnitza offers the industry's most versatile Enterprise Technology Management platform that delivers key business process automation for IT. Our SaaS solution, featuring agentless integrations, best practices and low-code workflows, enables enterprises to quickly achieve operational, security and financial efficiency leveraging their existing endpoint, application, network infrastructure and cloud infrastructure systems. We help some of the most well-known and innovative companies to optimize resources, mitigate cyber risk, expedite audits and fortify digital experience.

The logo for Oomnitza, featuring the word "oomnitza" in a bold, lowercase, sans-serif font. The letter "o" is stylized with a circular cutout.

Learn more at
www.oomnitza.com

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