

PANDORA®

Overview

INDUSTRY

Internet Services

CUSTOMER COMPANY PROFILE

Pandora® is the leader in the internet radio space, with more than 80 million registered users who listen to the personalized radio service via their smart phones, computers, iPads, Blu-ray players, TVs – all told, more than 200 internet-connected consumer-electronics devices.

BUSINESS SITUATION

Pandora's employees were having difficulty remembering dozens of urls, user names, and passwords to access their cloud apps. IT wanted to simplify and centralize the management of all Web-based applications.

SOLUTION

Okta provides flexible, secure SSO access to all Web-based apps. Robust user management tools enable easy management of all SaaS applications from one administrative console.

BENEFITS

- Simplified end user access
- Reduced IT administration time
- Improved ability to track user activity
- Cut de-provisioning time to minutes

Pandora Achieves One-Click Access to the Cloud

Okta Provides Secure SSO to all Web-Based Applications and Reduction in Administrative Effort

"Our IT department and end users are in complete agreement – Okta has unleashed the power of the cloud within Pandora."

- Mark Brennan, Senior Director of IT, Pandora

Company

Pandora Internet Radio

Pandora® gives people music they love anytime, anywhere, through connected devices. Personalized stations launch instantly with the input of a single "seed" – a favorite artist, song or genre. The Music Genome Project®, a deeply detailed, hand-built musical taxonomy, powers Pandora's personalization using musicological "DNA" and constant listener feedback to craft personalized stations from a growing collection of hundreds of thousands of recordings. Tens of millions of people in the U.S. turn on Pandora® internet radio to hear music they love. www.pandora.com

Pandora's employees currently rely on 24x7 access to a myriad of web-based productivity applications. "Our employees actually use dozens of cloud apps if you count LinkedIn, Facebook, and other popular social media sites that are genuine business applications for many users," stated Mark Brennan, senior director of IT at Pandora.

Situation

Too Many Passwords

One downside of any cloud strategy is that users must remember a myriad of different urls, usernames, and passwords to access all of their applications. "We needed to find a way to simplify access and streamline the management of our cloud solutions — before it affected our business users," explained Mark.

Difficult to Administer

In addition to the many IT-sanctioned Web services, several of Pandora's business units had signed up for other cloud services. All of these satellite apps had their own de facto admins – resulting in multiple application administrators across the company. "It was not easy to generate a complete inventory of the applications each person had access to," said Mark.

The Need for Custom Development

Pandora's IT developers had created single sign-on between a few key apps before Okta. But these custom development projects were expensive and time-consuming. "Some of our services do provide SSO to other applications out-of-the-box," explained Mark. "However, that was never going to work for our entire suite of cloud-based apps. There simply aren't enough vendors that provide this ability without the need for custom development." vulnerable to malicious activity from terminated users."



PANDORA®

“Web apps are proliferating around every company, every day — and in some cases, without the IT group even knowing about them,” stated Mark. “That’s a big worry for any CIO today. You need to protect enterprise security — but you still have to give your business users easy access to the apps they need. I would absolutely recommend Okta to any organization with a growing cloud presence.”

- Mark Brennan, Senior Director of IT, Pandora

About Okta

Okta is the market leading on-demand identity and access management service that enables enterprises to accelerate the secure adoption of their web-based applications, both in the cloud and behind the firewall. With a catalog of pre-integrated applications and deep integration with Active Directory, Okta provides IT centralized user provisioning, access management, and comprehensive reporting.

For more information, contact us at www.okta.com

Solution

Choosing Okta

Mark had used Okta at a previous company and had been impressed with the service. After a quick review of the options, Mark concluded that Okta offered the best solution. “Okta has very innovative technology and a pure-cloud architecture,” stated Mark. “Other vendors have too much legacy built into their approach and are not able to execute as quickly. We are now operating on a nearly 100% on-demand model – with no datacenter and no hardware at our site. Without Okta, that would not be possible.”

Fast Deployment

The solution was rolled out quickly, since most of Pandora’s key apps were pre-integrated into the Okta solution. “Two of our apps weren’t in the Okta catalog yet,” noted Mark. “For one, we made a request to Okta and that application was available within a week. For the other, Okta went away to work with that vendor. They arranged the technical handshake, and within weeks, we were able to put that app on our screen as well. We’ve been very impressed with Okta’s ability to execute on our requests quickly.”

Pandora now maintains its entire inventory of frequently accessed cloud applications in Okta. “If an app has any business significance whatsoever, we will add it to Okta and have a central place to manage access,” explained Mark.

Benefits

Reduction in Administrative Effort

Before Okta, Pandora had multiple IT administrators dedicated to the management of its multiple web-based applications. Now, by using Okta’s intuitive management interface, one person can easily manage users, provision and de-provision and report across web-based applications from one centralized dashboard. The number of calls coming into Pandora’s helpdesk has dropped significantly. “If a user forgets the url or his one password, it’s just a 15 second support call,” explained Mark.

Easier De-Provisioning

Pandora has now implemented a very simple process for de-provisioning users. A termination e-mail comes from HR to the sole Okta admin who deactivates the user with just one click. “With Okta, all of our SAML 2.0 apps are now safe,” noted Mark. “But since not all apps are SAML 2.0 yet, Okta provides a complete list of all the apps that each user accesses — even those that aren’t SAML 2.0. It’s a simple process to log in to those apps and de-provision users. We can now guarantee that access has been removed to ALL apps, in a matter of minutes.”

Increased Enterprise Security

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