Imprivata FairWarning helps private investment firm protect data and maximize cloud advantages:

STARWOOD CAPITAL GROUP'S INVESTMENT IN IMPRIVATA FAIRWARNING PAYS HUGE DIVIDENDS AS STARWOOD MIGRATES TO THE CLOUD.

imprivata®

Starwood Capital Group

LOCATION	EMPLOYEES	INDUSTRY
Miami, FL	1,000	Healthcare

CHALLENGE

Keeping data secure both during and after the cloud migration was a priority. Simultaneously, the company sought to make Salesforce's entry-log data more accessible, less cryptic, and more actionable. After an exhaustive search, Imprivata FairWarning emerged as the only vendor that met all the Starwood team's needs and expectations.

RESULTS

- Double-layer of data protection through the combo of Salesforce and Imprivata FairWarning for Cloud Solutions

- Alerting and reporting are easier than ever

- The ability to precisely monitor how and when data is accessed, and by whom

SOLUTION

- Imprivata FairWarning for Cloud Solutions

David Tebbi

CRM Manager & Architect

Starwood Capital Group is a private investment firm with a primary focus on global real estate. Since its inception in 1991, the Firm has raised over $37 billion of equity capital and currently has approximately $52 billion of assets under management. Over the past 25 years, Starwood Capital has acquired $84 billion of assets across virtually every major real estate asset class.

Overview: Making the move to the cloud and Salesforce

Until recently, Starwood relied upon a network drive that was shared across all offices internationally. All organizational data was stored on this shared drive, and the drive was fully maintained and managed by Starwood staff members.

But a decision was made to move from the shared drive to the cloud. Starwood anticipated many benefits from the move. The company expected that costs would decrease considerably with the move to the cloud. The cloud-based system would be more convenient for users, thanks to benefits such as from-anywhere access, easier sign-on authentication, and integration with the Salesforce mobile app. The move to the cloud would also facilitate the use of more advanced business intelligence platforms.

And contrary to common belief, moving data to the cloud can enhance security. On-premise data is more vulnerable to access by non-authorized employees. The company's shared drive was also more vulnerable to a breach than cloud-based data.

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>
> **David Tebbi,**
> **CRM Manager and Architect**

Migrating ALL data to the cloud is a significant effort for any organization. But for Starwood, protecting sensitive data was particularly important. After all, as an investment firm, Starwood's business is built upon a foundation of trust.

The challenge: Prioritizing data protection

Investors share massive amounts of sensitive, proprietary data with the company. Protecting that data is crucial to the long-term success of the organization as a way to maintain investor trust. Keeping their trust is a top priority — even during a mass migration to the cloud.

That's why David Tebbi, CRM Manager and Architect for Starwood Capital Group, knew that "we had to maintain the same control over data security and compliance requirements that we have with our shared drive."

Part of the migration process involved loading much of Starwood's most sensitive data, both investor and investment data, into Salesforce. And the move to the cloud would enable mobile capabilities that would also present new challenges in keeping data secure. The CEO, for example, wanted the ability for data downloaded from the cloud to be displayed in dashboards on his iPad, anytime, from anywhere — a wonderful functionality enabled by the cloud. But how would the team assure that data loaded to mobile devices was kept safe?

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The solution: Only one vendor offered everything

Salesforce's event-log monitoring capability certainly helps in assuring that data remains secure. But it doesn't provide the in-depth insights that Starwood needed from a complete solution. "One thing that was missing with Salesforce was the ability for us to look back and see who was accessing the data," David explained.

They also needed the ability to track system usage and monitor the flow of data among users. That's important to security, but it also sheds light on the ROI realized from the organization's investment in Salesforce. So David led the search for a solution that would provide multiple benefits, including bolstering data security while maximizing the return on Starwood's Salesforce investment.

It was an intensive search.

"When we look for new technology, we look for technology we can scale across the international landscape of Starwood Capital," David noted. "And our requirements were quite extensive. So our process for selecting a vendor for event-log monitoring was actually a long process. We went through a lot of different vendors. We spoke to, I think, all of the leaders out there."

The team took a very structured approach to finding the vendor most capable of fulfilling their needs. They developed a matrix composed of the required and desired features for vendors they were

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considering. The team placed the list of desired features under each vendor, and then checked off each feature that the vendor's product offered.

At the end of the process, a true solution emerged: FairWarning. "FairWarning was the only vendor with every box ticked." David said. "They offered everything we were looking for."

The results: A double layer of protection

Once the Starwood team pulled the trigger, implementing FairWarning was a straightforward, painless process. The Imprivata FairWarning implementation team worked closely with David's team to assure a smooth transition. The implementation happened fast, "the time interval between signing with Imprivata FairWarning and generating interesting reports was essentially non-existent," David shared.

Teaming Imprivata FairWarning with Salesforce adds a double layer of protection, and vastly expands their capabilities. David put it quite simply: "Things that were never possible before with Salesforce have become not only possible with FairWarning, but with essentially the same ease-of-use as Salesforce reporting."

Imprivata FairWarning has enabled more thorough reporting, but has also expanded the Starwood team's ability to perform investigations. They can see who is accessing records, how frequently records are accessed, and they can create reports that are held to forensic standards for eDiscovery in legal cases.

David relayed an anecdote that nicely summed the difference that Imprivata FairWarning has made: "All questions from a security perspective can now be answered. When our chief compliance officer asks whether everything is auditable, we can say that it absolutely is, and here's what it looks like. That's the confidence that Imprivata FairWarning brings to the table.

Key benefits that Imprivata FairWarning for Cloud Solutions provides to the Starwood team includes:

⊘ **Create Readability for Raw, Cryptic Data**

Salesforce provides lots of data, but the data is very cryptic and cumbersome — extremely difficult for most business users to decipher and translate into actionable insights. Imprivata FairWarning solves the problem by providing visualizations that makes the data at-a-glance understandable. And Imprivata FairWarning offers a choice of just viewing the raw data, or formatting it into reports, making it much easier to set up alerting.

"Surprisingly few vendors permit you to do this," David discovered. He learned that most vendors only provide alerting or reporting, and do not allow the end user to view all the data that's collected. "The ability to view the raw data helps us generate ideas about how we want to use that data for generating reports and alerts."

⊘ **Expansive Alerting Capability**

Imprivata FairWarning for Cloud Solutions provides great flexibility in setting alerts, such as alerting by threshold (e.g. more than 1000 views/week) or by trend (e.g. a user views 10x as many records as usual).

And David noted that Imprivata FairWarning was happy to help the Starwood team in making the most of

that alerting capability: "The Imprivata FairWarning team has been instrumental in getting us up and running with all the different types of reports and alerts."

⊘ Attractive, Easy-to-Use Interface

"We were looking for something that was similar to the Salesforce interface in look and usability," David said. He was surprised to find that not many vendors offered what he was seeking. Instead, he found that many of the vendors' interfaces were quite challenging to use.

But the UX is very important, helping to drive both adaption rates and productivity. And Imprivata FairWarning delivered just what David wanted. "Imprivata FairWarning has a great interface — nice graphs, and a nice drag-and-drop interface. Everything is very straightforward, which has been very helpful," David reported.

⊘ Massive Data Storage Capacity

Salesforce Shield generates a massive amount of data. But it only stores that data for days, and then it's gone forever. Imprivata FairWarning solves that problem by providing massive storage capacities — so much capacity that CEO Kurt Long reports that no client has ever had an issue with the amount of data Imprivata FairWarning stores.

ⅰ imprivata®

3 YEARS ➤

salesforce   **DAYS**

Salesforce only stores event-monitoring data for days. Imprivata FairWarning typically stores that critically important data for three years.

⊘ Going Beyond Security

Imprivata FairWarning for Cloud Solutions leverages Salesforce in helping companies keep their data safe and secure. But Imprivata FairWarning can also help companies leverage their Salesforce investment by monitoring their Salesforce usage.

> ❝ **Imprivata FairWarning has given me an unprecedented glimpse into that, and has provided reassurance to management that their investment in Salesforce was worthwhile — not only in terms of the resulting benefits to the business, but also in terms of the actual hard results that we can report on in terms of system usage.** ❞

**David Tebbi,
CRM Manager and Architect**

In my role as an architect and platform manager, I need to make sure that not only am I building good solutions, but that they're being used by the business.

David Tebbi,
CRM Manager and Architect

Imprivata, the digital identity company for healthcare, provides identity, authentication, and access management solutions that are purpose-built to solve healthcare's unique workflow, security, and compliance challenges.

For more information, please contact us at 1 781 674 2700
or visit us online at www.imprivata.com

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