



How 84.51° Automated Identity and Bolstered Security with Clear Sky

Executive Summary

Company: 84.51°

Founded: 2015

Location: Cincinnati, Ohio

84.51°

84.51° is a retail data science, insights and media company helping the Kroger Company and more than 1,400 consumer packaged goods companies, agencies, publishers and affiliated partners create more personalized and valuable experiences for shoppers across the path to purchase.



“I always tell Clear Sky they’re my favorite vendor to work with. **The turnaround time is astounding.**”

CHRIS MILLER
Lead Security Analyst

➤ Problem

The ServiceNow team at 84.51° consisted of four employees who were inundated with projects to automation applications or new processes. Additionally, enterprise security team members were reliant on other teams when an account had access management issues. The process was manual and siloed at best—insecure at worst.

With 1,400 roles, 350 applications, and multiple separate directories and environments from on-premises Active Directory, to Office 365, Azure, OKTA, and more, this was no easy undertaking. And the challenge was only growing larger, and more complex. The continuous addition of new shared folders, shared mailboxes, and distribution lists, paired with regulatory requirements to perform regular user access audits, The 84.51° team needed a better way to manage identity, configure solutions, and change workflows—quickly and at scale.

➤ Solution

Extending its investment in ServiceNow, 84.51° purchased Clear Sky, an identity governance and administration (IGA) solution built natively on the platform. Shortly after implementation, Clear Sky eliminated the need to rely on other security teams for troubleshooting. The tool's centralized user portal on the ServiceNow platform enabled users to directly request the access they needed.

By automating workflows with Clear Sky, both security teams and end users benefited: processes became smoother, all while bolstering security and productivity.

84.51° employs over 1,500 team members tasked with analyzing data generated from more than 60 million households and 3 billion shopping baskets. In 2019 alone, the company delivered 1 billion personalized offers by utilizing their 10 petabytes of customer data.

With the sheer number of employees and the breadth of data being collected, strong identity controls are necessary to ensure information is secure, and employees have the appropriate levels of access they need to do their jobs—nothing more, and nothing less.

To manage this, the 84.51° security team is broken into two different teams:

- **Enterprise** - Responsible for handling government regulation and compliance
- **Solutions** - Responsible for anti-virus, proxies

“We have about 1,500 access requests each month—3-4 minutes per access request if not more. That equates to about 80 hours per month, which is about a half a head count.”

When Miller first joined 84.51° in 2017, 50% of his time was spent provisioning. With mostly manual, ad hoc processes in place, he described getting access-related help desk tickets “like a guessing game.” Decisions were made based on related coworkers' access or Active Directory groups.

To address this, Clear Sky IGA was implemented to manage the company's Office 365 environment. Miller had been involved in the implementation from the start, even before taking over identity access management (IAM) for the company.



Despite being in IT for more than a decade, Miller had little experience with IAM prior to his position at 84.51°. As such, he relied heavily on Clear Skye to learn the ropes.

With Clear Skye's easy-to-use tools, Miller was soon able to configure solutions and update workflows with ease. But he found provisioning was largely reliant on ServiceNow or Windows teams. And with 1,500 employees, manual ticketing started to add up. Miller leveraged Clear Skye's automation capabilities to alleviate the burden, freeing up IT employees to work on more important strategic projects.

Through the ServiceNow portal, Miller helped build the application access process for users to request access to information, distribution lists, mailboxes, and more for any application and workflow.

Thanks to the familiar, intuitive ServiceNow interface the 84.51° team was already comfortable using, little training and education was needed to implement the new and improved process for access requests.

Improved Workflows and Security

Features that make workflows more intuitive, compatible with other solutions, and put security at the center of the business set Clear Skye apart from other identity products on the market. 84.51° knows this firsthand.

Using Okta for its customer-facing authentication, Miller was confident that Clear Skye could handle the job of identity provider, rather than purchasing a secondary solution. Currently, Okta helps 84.51° manage and provision customer accounts for actions such as access for applications and enabling role-based provisioning for customer accounts.

Clear Skye complements the Okta investment by providing the missing governance functionalities through the ServiceNow platform. For 84.51°, this eliminates the need for an expensive, stand-alone IGA solution that is difficult to manage and overlaps with the capabilities the company already has.

“With Clear Skye, I can look at a profile that contains all the directories, access, and account information, all centralized in one place. It allows me to troubleshoot and provision more easily, and get people up and running quicker.”

In addition to more flexible workflows and software integrations, Clear Skye and our customers benefit from the investments ServiceNow has made in security and trust. Rigorously tested and certified by ServiceNow before every release, stability, performance, and security are top priorities.



“The support and vendor responsiveness is unmatched. I deal with a lot of vendors, and Clear Skye provides a level of service that others simply do not.”

This commitment to security and compliance served 84.51° as they pursued HITRUST certification. According to Miller, “When we showed them our existing auditing process, they said it was one of the best they’ve seen, all thanks to Clear Skye.”

Prior to this, 84.51° had an automated ServiceNow instance, enabling them to migrate legacy ServiceNow workflows into Clear Skye. As a result of centralizing identity governance and security efforts, audits have become significantly quicker and easier to manage.

Real Benefits, Real Savings

Built natively on ServiceNow, Clear Skye has delivered tremendous value to 84.51°. Some of these benefits include automated processes, a strong user experience, and a more secure business.

According to Miller, “The turnaround time is astounding.” What used to take users 20 minutes and continual back-and-forth with security personnel now takes two minutes.

Through automation and the ServiceNow-based identity solution, IT no longer gets bogged down by tickets.

The 84.51° ServiceNow team is small. “When they’re inundated, they only have so much capability,” says Miller. “Clear Skye’s automation means we continue the day and don’t slow operations down.”

Looking ahead, 84.51° plans to continue their identity program expansion with additional application integrations and migrations of legacy ServiceNow workflows.

Clear Skye will play an active role in helping them achieve this.



Read The White Paper

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