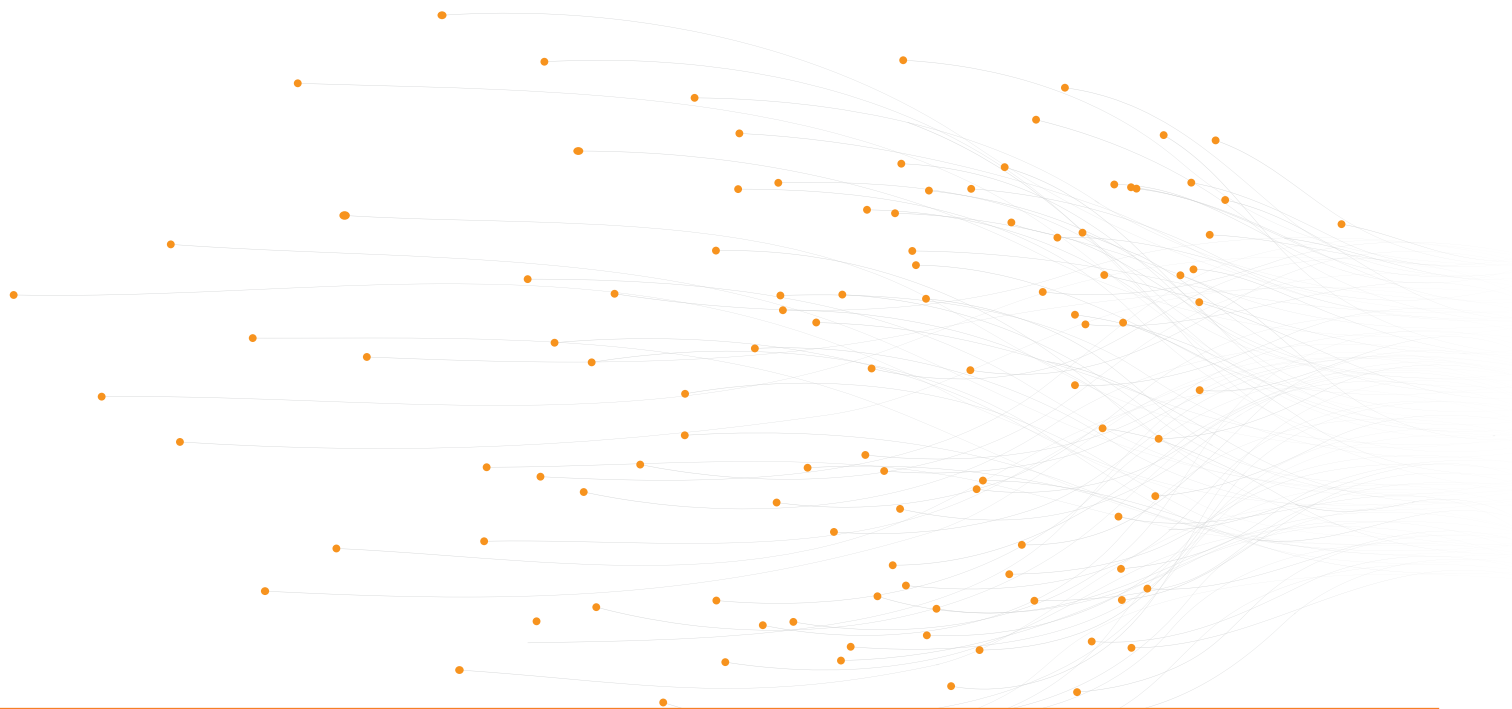


**CASE STUDY**

# American Media Inc. Reduced Hybrid Administrative Burden by 90%

Hybrid AD Enterprise Management



# Introduction

Like many organizations, American Media Incorporated's (AMI) Help Desk handles traditional user provisioning and deprovisioning tasks. AMI moved to Microsoft 365 after Superstorm Sandy highlighted several vulnerabilities of maintaining an on-premises e-mail system.



## The Business Challenge

The move to an Microsoft 365 Hybrid came with an increased burden on AMI's Help Desk, because many actions required multiple complex consoles and scripting.

*"Our Help Desk wasn't built for scripting, and mistakes were happening," said Scott Kessman, Systems Engineer Manager at AMI. "As a result, there was a big increase in the number of tasks being sent to our engineering team. We started falling behind on IT projects because we were doing work that previously went to the Help Desk."*

## Finding a Solution

Kessman looked for a solution and found Cayosoft. *"After a trial, I demonstrated to management that Cayosoft would help free up the engineering team. With Cayosoft's web based solution, we have passed 90% of daily hybrid tasks back to our Help Desk."*

In addition to account on-boarding, password reset was 60-70% of what the Help Desk was doing on a daily basis, and occasionally password policy was violated out of need for expediency. *"Cayosoft gave us a way to enable self-service and reduce overall risk," said Kessman. "This also made efficiency better, especially for VPN/Mobile users, so we now have fewer password-related calls to the Help Desk."*

*"Management at first didn't understand why we needed a tool to do what we could already do before MS365. Now, management loves it. And we're more secure & efficient now too. Even the CIO now uses Cayosoft to perform his own changes."*

*"Moving to a Hybrid Active Directory and Microsoft 365 shifted complex tasks to Engineering. We've gotten 90% of that moved back to Help Desk thanks to Cayosoft."*

## About the company

American Media, Inc. (AMI) owns and operates the leading celebrity, health & fitness media brands in the United States. AMI's magazines have a combined total circulation of 2.1+ million and reach 37+ million men and women each month. AMI's digital properties reach a total of 44+ million unique visitors and 321+ million-page views monthly

## Sector/Industry

- Publishing

## Hybrid Technology

- Active Directory & Exchange
- Microsoft 365 & Azure AD Connect
- ADFS

## Business Challenge

- Eliminate the need for Scripting
- Maintain and improve service level for end-users
- Allow users to reset passwords

## Chosen Solution

### Cayosoft Administrator

- Hybrid User Provisioning & Deprovisioning
- Microsoft 365 Hybrid Help Desk
- Self-Service Password Reset
- Group Lifecycle Management
- Shared & Resource Mailboxes

# Chosen Solution – Cayosoft Administrator

Microsoft's Active Directory, Exchange and Microsoft 365 are mission critical to this Enterprise Customer. Despite implementing Azure AD Connect and scripts, the customer needed a better solution to control their Microsoft 365 hybrid deployment. The Cayosoft Administrator solution was chosen by the customer to unify, simplify and secure their hybrid deployment, and to remove the added administrative burden hybrid put on Help Desk and IT-Engineering groups.

## Key Capabilities

- Eliminate scripts and deliver a single web portal that manages both Active Directory and Microsoft 365
- Simultaneously provision, manage or deprovision Active Directory and Microsoft 365 User accounts
- Integration with Microsoft AD Connect/DirSync
- Assignment and On-going enforcement of Microsoft 365 licenses
- Assign mailbox, home folder, remote desktop service and user profile information

## The Results

- Eliminated 90% of the administrative burden created by their hybrid deployment
- Eliminated the distribution and maintenance of PowerShell scripts
- Simplified hybrid user provisioning, management and deprovisioning of Microsoft 365 & Active Directory Accounts
- Enabled Human Resources to deprovision user accounts when needed
- Reduced Help Desk costs by allowing users to reset forgotten passwords through self-service

## Conclusion

Microsoft's Active Directory and hybrid AD are mission critical to AMI. Despite implementing AD Connect and scripts from Microsoft, AMI needed a better solution to control their Microsoft 365 Hybrid deployment. The Cayosoft Administrator solution was chosen by AMI to unify, simplify and secure their hybrid deployment, thus improving the service level to users while reducing the hybrid management burden on Help Desk and Engineering groups.

“

*“With Cayosoft’s web-based solution we have passed 90% of new Microsoft 365 hybrid tasks back to our Help Desk.”*

**Scott Kessman**  
Systems Engineering Manager, AMI, Inc

## About Cayosoft

Cayosoft delivers the only unified solution enabling organizations to securely manage, continuously monitor for threats or suspect changes, and instantly recover their Microsoft platforms, including on-premises Active Directory, Entra ID, Microsoft 365, Intune and more.

To learn more, visit [cayosoft.com](https://cayosoft.com)

[Request a Demo](#)