Gaia

Addigy

How Gaia Established a Secure, Cloud-Based Environment for Their Mac Apple Device Users

CASE STUDY

When Gaia spun off of GAIAM in 2016, a new brand was born and the company behind it underwent a major internal update.

Gaia is now an international alternative media video streaming service and online community that provides "curated conscious media" to subscribers in 185 countries. Their subscriber base is spread across 185 countries and numbers over 605,100 members.

Here's how Gaia updated their IT infrastructure during their transition and how they now use Addigy to remotely support their Apple end users every day.

⊙ THE PROBLEM

How to Modernize Their IT Tech Alongside Their New Brand

Before the transition, the team was used to fairly oldschool practices that relied on Windows machines that had been handed down through the years. Their environment wasn't Apple device-friendly and as a result, they only had a handful of Mac computers in use.

Gaia's team had three months to shift over to their own infrastructure, and they had big goals:

- **Modernize their operation**

- **Shift over to a cloud-based model that didn't rely on on-premises servers**

- **Outfit their team with up-to-date hardware and software**

- **Acquire the right tools to remotely monitor and manage their Mac fleet as well as the PCs in their environment**

⊙ THE SOLUTION

A Cloud-Based Approach that Extends to Apple Device Management

As part of Gaia's cloud-based approach to IT administration, they began shopping for a cloud-based Apple device management tool that would allow their lean IT team to support their entire workforce without scheduling deskside maintenance visits.

Addigy's cloud-based solution was the right fit for Gaia's needs, which weren't all that complicated at the outset, but they were looking for an Apple device management tool that could scale up with their team as their needs change.

Gaia's team shopped around and demoed other products, but they found that Addigy was the best fit for three main reasons:

1 | The platform included the right tools for their small IT team to get their work done.

2 | Addigy gave them room to grow, both in their team's numbers and in their skillset, thanks to the wealth of scripting support available through the Addigy community.

3 | They found that the product was fairly priced.

THE RESULT

Improved Device Security and Smooth End User Communications

When Gaia first looked at Apple Device Management solutions, the vast majority of their staff worked in one building. That meant that end users had to visit Sandy's office or schedule time to update their machine's manually.

As Gaia's Addigy administrator Sandy told us, "The biggest thing was how do we make sure that we're staying up to date? How do we get a view of the environment?" With Addigy, their team can easily answer these questions from one dashboard.

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Their team's daily operations have been transformed by a few of Addigy's key capabilities:

- **Device status and inventory.** The ability to remotely view activity, review the status of applications and updates, and push critical changes has reshaped how Gaia approaches device security.

- **Monitoring and alerts.** With the help of device facts, Gaia's team can quickly confirm that their fleet has the latest version of all critical software updates, and that their anti-malware and anti-virus software is active on their devices.

- **Remote support through Remote Session.** Sandy no longer has to visit anyone's office to provide technical support.

If you have questions about what Addigy can do for your team, sign up for a free trial or reach out to our team today.

When their team shifted to working from home in March of 2020, Addigy's platform became an indispensable part of their operation in a new way, as it provides the primary vector for support in their team's newly remote environments.