CASE STUDY:

Thumbtack Uses Oomnitza to Unify Asset Management, Automate Workflows to Simplify HR, IT Support and Finance

COMPANY: THUMBTACK

(www.thumbtack.com) is a local services marketplace where customers find and hire skilled professionals. Their app intelligently matches customers to electricians, landscapers, photographers and more with the right expertise, availability, and pricing. Thumbtack is headquartered in San Francisco.

ENVIRONMENT:

Industry: *Technology*
Assets: *1700 devices + peripherals*
Employees: *600*
Sub-ITAMs: *Multiple Sub-ITAMs*
SSO: *Multiple Single Sign On Authentication Apps*
OS: *all major OS for both PCs and mobile devices*
ERP: *Enterprise Grade Applications*
Ticketing: *multiple applications*
Locations: *San Francisco, Salt Lake City, Manila (Philippines)*
User Personas: *IT, HR, office managers, finance*

Introduction:

Thumbtack is a growth stage technology company with a diverse IT asset estate to manage. With offices in two U.S. cities and in Asia, the company also has distributed employees working from other locations. As is typical with companies that are expanding organizations, Thumbtack's IT team wears many hats, including endpoint security, asset management, networking, IT service desk support, and IT purchasing. Says Thumbtack engineer Patrick Beck. "We have Macs, Windows, iPads, Chromebooks as well as mobile devices. I manage all aspects around that, including software, imaging, patching, and security, as well as managing the physical inventory."

Challenges:

Beck and his small team face a number of IT asset management challenges. Getting all the data from various asset software systems into a "single pane of glass" is crucial for Beck to manage efficiently and ensure that Thumbtack has an accurate view of all the assets in the IT estate and the status and ownership of each asset. Having an integrated view of devices including warranty status, ticket history, and age of asset simplified workflows around fix, retire, and upgrade decisions. For employees in IT, HR, operations, or finance, Thumbtack needed a single platform that would allow them to see all the information they needed to know, who had access to what hardware and software and to be able to trust that data. This single platform would increase employee self-sufficiency and make their lives easier with less busywork searching across systems to piece information together on a one-off basis.

To summarize, Thumbtack wanted to solve these IT asset management challenges:

CREATING
a unified, accurate view of all IT assets

MANAGING
IT peripheral inventory and ownership

MAKING
employees more self-sufficient and efficient

REDUCING
manual labor

REDUCING
the use of spreadsheets to track IT assets

INTEGRATING
ITAM with financial software and ERP

OFFBOARDING
Employees in WFH environment

More recently, in a remote-first working environment, Thumbtack has needed to track inventory and ownership of peripherals like mice and monitors. Previously, peripherals were tracked in spreadsheets by office managers in each location. Tracking this way is no longer viable, with employees working from home. Running inventory reconciliations out of spreadsheets has also proven to be time-intensive and inefficient. Outside of IT use cases, Thumbtack's finance team was tracking the status and depreciation with a series of manual processes. This was painful for the finance team and took up a considerable amount of time. Lastly, as Thumbtack's HR team sought to develop better workflows around onboarding and offboarding, the need for a complete picture of all assets associated with an employee, including peripherals purchased for a home office, became more critical.

RESULTS:

Finance team time saved on asset inventories - 90% (from three weeks to a couple of days)	*IT team time savings - 5 hours per week/employee*	*Reduction in systems to manually manage - 66% (from Jamf, InTune, Chrome to just Oomnitza)*	*Improvement in offboarding efficiency*

Solution and Results

After initially deploying Oomnitza and connecting it to change to an asset management tool for Apple laptops, iPhones, and iPads, Thumbtack quickly saw the value and connected Oomnitza with SSO and IT ticketing system to integrate the essential workflows of IT asset management. With these connections, Oomnitza also enabled the automatic collection of device status and ownership and matched that to a SSO record. More recently, Beck connected Windows device management and Chrome device management to Oomnitza, automating connections, and workflows to cover all the major asset types in use at Thumbtack.

"The ability to easily connect asset management systems into Oomnitza has been a big boon," says Beck. The integrations have made it simple for anyone at Thumbtack to look up what assets people have and their status. "We can see when we have a ticket, for example, 'Here's the computer that this person has. They're asking about a performance problem.' Now our support agents can easily see in Oomnitza that it's coming up on the end of its life, and that could be part of the problem." Equally important, Oomnitza lets Beck's team quickly flag assets that have incorrect status information and make corrections. Having a "single pane of glass" for all IT assets also improves Thumbtack's security posture by making it easier to manage and monitor patching and to respond more quickly to any reports of security incidents or find the location of assets.

The single pane of glass also makes it much easier for IT to train employees both inside and outside the IT team to quickly look up or create reports to find out any information they need across Apple, Windows, and Chrome devices. Oomnitza's peripheral management module is replacing spreadsheets enterprise-wide. The module allows office managers to save costs on offboarding by ensuring they can receive back all the IT assets assigned to an employee and standardize processes around onboarding. "Oomnitza is very easy to teach, and once we give it to people, they are much more self-sufficient," says Beck.

For functions outside IT, as well, Oomnitza is set to provide significant benefits. Thumbtack will integrate its ERP with Oomnitza using a simple workflow to automate financial auditing and inventory of IT assets. "With our current setup, a finance person has to do a lot of manual work every quarter, every half year, and then to close out the year as well. It's just tons of manual work," says Beck. "By having that integration between Oomnitza and our ERP system, a finance team member will be able to do three weeks' worth of work in a couple of days."

With Oomnitza, Thumbtack is improving IT asset management by:

▶ Unifying management of all IT assets and peripherals into a single system
▶ Giving employees self-service capability for any task requiring IT asset data
▶ Improving the company's security posture and reducing incident response time
▶ Reducing manual labor for teams in IT, HR, ops, and finance
▶ Automating critical processes with workflows, reducing errors and improving accuracy

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> *It's been great working with Oomnitza. I always look forward to hearing about new features and improvements, and the partnership we have received has been and continues to be transformative for Thumbtack.*
> "

About Oomnitza

Oomnitza delivers the IT industry's most comprehensive and integrated view of the IT estate, correlating assets with people across the entire asset lifecycle, delivering value across a broad range of industries and process requirements. Oomnitza is headquartered in San Francisco

www.oomnitza.com