



How Metis helped grow customer base by 252% in less than two years

THE RESULT



252% IN CUSTOMER GROWTH within 2 years



30% OF NEW CUSTOMERS from Metis created content.



50% OPEN RATE & 30% CLICKTHROUGH RATE achieved for automated marketing campaigns



THOUGHT LEADERSHIP PLACEMENTS in publications such as Beta News, InfoSecurity Magazine and CISO Magazine

CHALLENGE

When the COVID-19 pandemic forced companies to go 100% remote essentially overnight, they were scrambling for solutions to enable it. Glyptodon knew that the world needed their technology. Unfortunately, very few in IT knew about Glyptodon, and the company had almost no means to tell them.

The Company's product, Glyptodon Enterprise is a commercially-supported remote desktop gateway powered by Apache Guacamole, an open source solution that delivers great performance and an easy, scalable way for companies to rapidly provide employees with a secure way to work from home. What's more, Mike Jumper developed the original code for Apache Guacamole, and Glyptodon continued to be a major force in committing new code to the project.

Glyptodon needed a marketing organization that could broadcast its message widely.

Metis began with an audit of the company's marketing assets, which consisted mainly of its website and customer list, while creating a messaging map based on interviews with company



COMPANY: Glyptodon, Inc.

INDUSTRY: Remote desktop and application access

LOCATION: South San Francisco, CA

WEBSITE: <https://glyp.to/>

principals and current customers. Metis met weekly with Glyptodon, along with ad hoc meetings in-between, to develop and execute a multi-channel, multi-touch digital marketing strategy.

Metis' goal was to increase awareness of the product, engage potential targets and convert leads. Through automated marketing campaigns, social media retargeting and email conversion, Metis laid the groundwork for successful customer conversion. This was further supported by media outreach that resulted in coverage of thought leadership and messaging.

HIGHLIGHTED CAMPAIGN EXAMPLES

How a New Mexico State Agency Enabled 700+ Remote Desktops in Less Than a Week

Glyptodon Inc. CASE STUDY

In February 2020, the IT group at the New Mexico Taxation and Revenue Department recognized that they needed to prepare for a potential COVID-19 quarantine. As part of that preparation, they needed to quickly deploy a solution that would enable the department's more than 700 employees to access their desktops from home. Security was the IT team's top priority, and they wanted a commercial product with professional support for the expanded implementation of Apache Guacamole, which had previously used as an IT tool. Glyptodon was discovered, evaluated and implemented.

CHALLENGE:
The department displayed three instances of Glyptodon Enterprise, which is Glyptodon's commercial build of the open source remote desktop platform, Apache Guacamole. Glyptodon also provided vital support so that the Department could scale appropriately and provide two-factor authentication for additional security.

SOLUTION:
The department displayed three instances of Glyptodon Enterprise, which is Glyptodon's commercial build of the open source remote desktop platform, Apache Guacamole. Glyptodon also provided vital support so that the Department could scale appropriately and provide two-factor authentication for additional security.

BENEFITS:
When necessary, all 700 employees were securely accessing their desktops from home. End users need only a standard browser and login credentials to access their desktops from any device. Security was maintained and business operations continue with near normal capacity.

The deployment, however, remained small and supported no more than a few dozen users. The Apache Guacamole platform offered a number of advantages.

First, the platform is secure. Strong security was a key requirement. There's no need to deploy a client on end users' machines, and all communications are encrypted via a secure session. The desktops, themselves, are never exposed to the public internet.

Additionally, in order to comply with Payment Card Industry (PCI) security requirements, the New Mexico Taxation and Revenue Department needed to use two-factor authentication with end users—that's simple to do with Apache Guacamole.

It was also very simple for employees to use. All they needed was standard web browser and a Google Authenticator smartphone app.

An Open Source Solution - Apache Guacamole
The IT organization that been using the open source Apache Guacamole remote desktop platform for over a year to conduct maintenance, troubleshooting issues and make updates after hours without having to go into the office. Originally, it was intended for IT use only, but other employees heard about the capability through the grapevine, so IT extended it for a few employees outside the IT organization.

No. of employees: 700
Location: Santa Fe, NM
Mission: Collecting and distributing tax revenue according to laws of the state of New Mexico

Not every machine has a work machine that they can easily bring home, so many use desktops, so displaying VPN client software on employees' personal computers was not an option.

"This solution provided an optimal route to effectively extend a user's desktop to a remote location, gracefully, security, and economically," said Mike Berra, CIO of the New Mexico Taxation and Revenue Department.

Glyptodon Inc. (415) 689.1213 | glyptodon.com

How Glyptodon Enterprise Helps Organizations Achieve HIPAA Compliance

Glyptodon Inc.

Glyptodon can be an essential part of the organization's Health Insurance Portability and Accountability Act (HIPAA) compliance program. HIPAA introduced industry standard information technology security and privacy practices to the healthcare field, and it applies to all healthcare providers (generally referred to as Covered Entities) and their vendors and suppliers (generally referred to as Business Associates). Glyptodon enables organizations to provide secure access to applications and data within a healthcare environment to assist a Covered Entity or Business Associate to comply with HIPAA. Glyptodon can be incorporated into HIPAA policies and procedures to assist the organization to establish its HIPAA compliance. Here's how:

ADMINISTRATIVE SAFEGUARDS

Risk Analysis:

- Requirement:** HIPAA requires organizations that handle protected health information (PHI) to conduct risk assessments.
- Solution:** Glyptodon Enterprise's access controls, user permissions, auditing and monitoring capabilities enable organizations to conduct quantified risk assessments and reduce risk around PHI access.

Third-party access and control:

- Requirement:** Organizations must strictly control partner and other third-party access to PHI.
- Solution:** The Glyptodon Enterprise Platform enables IT administrators to restrict vendor access in a very granular manner to specific applications and data. In this way, Glyptodon can enforce the contractual provisions governing third-party access to PHI.

Disaster recovery (DR):

- Requirement:** Organizations must be able to restore critical systems and access to electronic PHI data following a natural disaster or other adverse event.
- Solution:** Glyptodon Enterprise can play a key role in any DR plan by ensuring secure remote access is available for authorized and users to applications and data. With the system in place, there is continuous remote access regardless of whether physical access to lab/office spaces is impossible.

TECHNICAL SAFEGUARDS

Auditing and monitoring:

- Requirement:** Organizations must monitor and audit access to PHI to demonstrate compliance.
- Solution:** Glyptodon Enterprise provides robust monitoring and auditing capabilities, along with the ability to record session activity all the way down to keystroking, if required.

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WHAT IS GLYPTODON?

1. A prehistoric relative of the armadillo that was the size of a small car. (for more information visit [National Geographic](#))

2. A company that makes a simple, secure, remote access solution based on the open source project, Apache Guacamole. (for more information, keep reading!)

TIMELINE

- 2010: Mike Jumper wanted to access his home desktop from work without circumventing the firewall. He wrote some open source code, pulled it off and called the project "Guacamole"
- 2013: Mike founded Glyptodon based on the open source solution he created, aiming to bring enterprise strength and commercial support to Guacamole.
- 2015: Glyptodon donates Guacamole to the Apache Software Foundation.
- 2017: Mike unveils Glyptodon Enterprise, a powerful commercial offering with all the security of a VPN minus the cost and complexity.

THE SOLUTION - GLYPTODON ENTERPRISE

Pre-built, open source solution that admins can deploy in minutes to deliver access to remote desktops from any device.

SECURE • All communications encrypted with SSL
• Virtual desktops live behind a secure gateway so they are never exposed to the public internet
• MFA can be enabled, if desired

SIMPLE • Installs in minutes with the Glyptodon installer: nothing to compile
• End-users need just a standard browser and credentials to access desktops
• Management console makes managing connections a snap

FAST • Seriously, Glyptodon once ran a connection from San Francisco to Albania and back, and the remote desktop experience was still smooth and responsive.

Try Glyptodon out for yourself with our free, live demo at demo.glyptodon.com

Glyptodon Enterprise

About Us

Take care of business, anywhere, anytime

When you're trying to get things done, the right solution can make all the difference. In a profession, essential to the use and shape of the world, it's crucial to have the right solution. In a profession, essential to the use and shape of the world, it's crucial to have the right solution. In a profession, essential to the use and shape of the world, it's crucial to have the right solution.

Anytime, Anywhere, Glyptodon is There. Secure, Stable, and Reliable Remote Access. Worldwide.

info security

US Supreme Court Allows What's Also to Stay NSA's Grouse

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SECURING REMOTE DESKTOPS + OPENING A SECURE REMOTE DESKTOP DURING A PANDEMIC

Securing Remote Desktops During a Pandemic

“Metis helped clarify the benefits our technology brings to business and created assets and programs that brought in leads and helped close sales. With Metis, we had the equivalent of a super-effective in-house marketing team.”

- FRANK LA, CO-FOUNDER, GLYPTODON, INC.