

# Rust-Oleum Turns to **Acronis** to Securely Access Corporate Files On the Fly

Worldwide Leader in Paints and Coatings Gains Value and Mobility for iOS Users with Acronis Files Advanced



## BUSINESS BACKGROUND

Behind every great company, especially one that's almost a century old, there's a great story, and Rust-Oleum is no different. As the tale goes, Scottish-born Sea Captain Robert Fergusson was looking for a way to prevent the spread of corrosion on his boat. Then one day what seemed like an innocent accident, the spilling of fish oil on deck, prompted the development of a fish oil-based paint that stopped rust, dried overnight and left no lingering aroma. Thus, Rust-Oleum Corporation was born. The company has worked hard to maintain this legacy of innovation, both with regard to its products and among its employees. This includes the tools Rust-Oleum employees are provided to do their jobs better, smarter, and with more efficiency.

## RUST-OLEUM EMBRACES MOBILITY

Rust-Oleum offers laptops to its mobile staff, which includes executives and management, but having to haul around a heavy laptop is a demanding task. While the laptop is a great tool, it's traditionally slow, clunky, and has a limited battery life. In other words, it's a pain to take on the road. Even after arriving at their destinations, there is still the added annoyance of users needing to boot them up, log in, find Wi-Fi, and all the other time-consuming things people do to gain access to work files.

Rust-Oleum's objective was to find a new way to make users more mobile and provide the systems and file access they are accustomed to, in a more efficient manner.

## INDUSTRY

Retail

## KEY REQUIREMENTS

- Rust-Oleum needed a mobile enterprise solution that would allow users to securely access files on the go, rounding out the company's usability package and adding value to its support for iPad and iPhone users.

## PROTECTED ENVIRONMENT

- 50 iPads distributed to departments throughout the organization
- 250 iPhones distributed to departments throughout the organization

## KEY BENEFITS

- Acronis Files Advanced allows Rust-Oleum users to pull down content and access corporate files on the fly, without having to boot up and login. Decisions are made quickly, easily, and securely. Efficiency and streamlining the work flow has greatly improved.

To help eliminate the unnecessary hassle of traveling with unwieldy laptops, Rust-Oleum decided to introduce the iPad®, but the company's IT department faced one looming question: how can executives and management personnel – the first two groups that were issued the iPad – use the device to the fullest extent, securely?

As Rust-Oleum's Director of Enterprise Technology, Brad Hillebrand, said, "We knew the iPad was a superior product that could provide our users with the flexibility they needed to do their jobs effectively, from whatever remote location they happened to be working from at the time. But in the IT department, we were still faced with the challenge of how to make using devices like the iPad and iPhone more efficient, while at the same time giving us more control. Basically, we needed to figure out how we could take it up a level."

*"Acronis allows our users to grab the content they want on the fly. With it, we can totally streamline their work process."*

**Brad Hillebrand,  
Director of Enterprise**

#### ACRONIS ACCESS AT WORK

Hillebrand and his team had started switching the company's Blackberry users to iPhone concurrently with the iPad introduction.

As part of their multi-product plan to implement more security and control, Rust-Oleum's IT staff implemented MobileIron's Mobile Device Management framework, which helped them control and audit apps being installed onto the iPad, as well as implement secure IDs and password/security policies. In their continuous efforts to make the iPad the most efficient tool possible, the IT team kept asking itself, "What's next? What else can we do?"

They incorporated email into Lotus Notes – including calendar and contacts and enabled access to corporate resources via VPN. Taking a step back, Hillebrand says,

the team said, "Okay – we've given our users secure email, VPN access, access to corporate resources... what else?" That's when they realized the missing piece was secure Mobile File Management – something only a solution like Acronis could offer.

According to Hillebrand, "Acronis allows the Rust-Oleum iPad users to grab the content they want and access corporate files on the fly, without the hassle of having to carry a heavy laptop and boot up. They can read and edit the most up-to-date documents, make decisions, and get back to people in a timely manner, totally streamlining their work process."

For other staff, Rust-Oleum's IT is investigating two-way sync features. Having this capability at their fingertips means users can sync all their content, from PDFs and marketing content to sell sheets and brochures, on their iPads so they're prepared for meetings with the latest support materials.

#### ABOUT ACRONIS

Acronis sets the standard for [cyber protection](#) and [hybrid cloud storage](#) through its innovative [backup](#), [anti-ransomware](#), [disaster recovery](#), [storage](#), and [enterprise file sync and share solutions](#). Enhanced by [AI-based Active Protection technology](#), [blockchain-based authentication](#) and a unique [hybrid-cloud architecture](#), Acronis protects all data in any environment, including physical, virtual, cloud, mobile workloads and applications.

[Founded in Singapore in 2003](#), today the company is trusted by more than 5 million consumers and 500,000 businesses worldwide, including [79 of the top 100 most valuable brands](#).