

## ADSelfService Plus' password synchronizer satisfied all of Lane4's requirements to a T

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*Maddison*

**COMPANY :** Lane4

**INDUSTRY :** Professional training and coaching

**LOCATION :** United Kingdom

### **ABOUT THE COMPANY :**

Cofounded in 1995 by Olympic gold medalist swimmer Adrian Moorhouse, Lane4 is a leading HR consultancy specializing in the field of human performance. Lane4 helps organizations develop the people skills necessary to become winners in their particular marketplace or sector. They have an outstanding track record in the areas of business, psychology, and elite sports, using supportive performance development to help their clients thrive in demanding, competitive business environments. Based in the UK, they work globally with a wide range of organizations, individuals, and teams to help their customers reach their potential and build a sustainable competitive advantage.

### **Challenge:**

Like most organizations around the globe, Lane4 was also looking to transition to the cloud and take advantage of the various opportunities that being in a cloud environment provides. As the first step, Lane4 moved to a hybrid setup that included both on-premises Active Directory (AD) and Office 365. They soon found that using different passwords for AD and Office 365 increased the number of password reset calls to the help desk. To combat this, they decided to deploy a solution that would synchronize users' on-premises AD passwords with their Office 365 accounts. However, as Lane4's IT manager James Maddison expressed, "We did not want to use DirSync to synchronize Active Directory passwords with Office 365. We need to keep our on-premises AD and Office 365 separate."

### **Solution:**

Having rejected DirSync from the start, one of the first solutions Lane4 looked at was ADSelfService Plus, ManageEngine's self-service password management tool. In their search for a suitable solution, they found that ADSelfService Plus catered to their specific problems. The ability to synchronize AD passwords with Office 365 in real time turned out to be perfect for their needs. "To be honest, ADSelfService Plus was [the first solution we looked at]. I'd tried [it] after looking around and saw no need to look elsewhere," said Maddison.

CASE STUDY



## The ADSelfService Plus advantage

Even though the password synchronizer was the major factor that influenced Lane4 to decide on ADSelfService Plus, it was not the only factor. The cost-efficient nature of the product, coupled with ManageEngine's excellent customer service, made ADSelfService Plus the final choice.

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## Result

ADSelfService Plus' password synchronizer satisfied all of Lane4's requirements to a T. In addition to synchronizing users' AD passwords with their Office 365 accounts without having to use DirSync, it also allowed users to reset their own passwords if they ended up forgetting them. Soon after deploying ADSelfService Plus, Lane4 noticed that their users took a shine to the product. "We have begun to roll out ADSelfService Plus and the initial feedback has been very positive," reported Maddison.

## About ADSelfService Plus

ManageEngine ADSelfService Plus is a secure, web-based password management tool that helps domain users reset their passwords, unlock their accounts, and update their personal details in Active Directory. In addition to its primary self-service password reset feature, ADSelfService Plus also allows users to synchronize their AD passwords with multiple on-premises and cloud applications. On a larger scale, ADSelfService Plus eliminates the leading source of help desk calls by automating password resets and account unlocks, cutting help desk costs and optimizing employee productivity. Learn more about ADSelfService Plus here.

## About ManageEngine

ManageEngine is bringing IT together for IT teams that need to deliver real-time services and support. Worldwide, established and emerging enterprises - including more than 60 percent of the Fortune 500 - rely on our real-time IT management tools to ensure tight business-IT alignment and optimal performance of their IT infrastructure, including networks, servers, applications, desktops and more. ManageEngine is a division of Zoho Corporation with offices worldwide, including the United States, India, Singapore, Japan and China.

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