

# TriMark deploys ADSelfService Plus to tackle password problems.

CUSTOMER:  
**TriMark**

INDUSTRY:  
**Food service**

LOCATION:  
**USA**

## About the customer

TriMark, a food service company based in Massachusetts, was founded in 1981. It is now the United State's largest provider of equipment, supplies, and design services to the food service industry and credits this meteoric rise to its company-wide motto: "We never let a customer down. No matter what." By consolidating many leading food service supply and design dealers, TriMark works from 14 locations in the United States to provide expert solutions to the complex demands of customers.

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**TriMark,**

Roger DeVivo, Senior System Administrator

## **The business challenge: Too many password-related issues, too little time**

TriMark has a wide customer base, including healthcare facilities, national restaurant chains, entertainment venues, and many other segments. As an organization that focuses primarily on working closely with customers, TriMark expects calls from customers at all hours, even on weekend mornings. With this level of customer interaction, TriMark's remote users need access to their accounts at all times so they can communicate with customers and send in vital reports. However, TriMark found that since their remote users were outside the corporate network, they were unable to reset their passwords when they expired; for these remote users, not having access to their accounts started to take its toll on their productivity.

A nation-wide organization like TriMark is also bound to have users with multiple accounts in multiple Active Directory (AD) domains for effective resource management. For security reasons—to prevent unauthorized access to resources, specifically—TriMark's administrators decided to not establish trust between AD domains. As a result, users belonging to multiple AD domains had to bear the brunt of managing different sets of passwords, which led to password fatigue.

## **The solution: A two-in-one solution to Active Directory password problems**

TriMark wanted a solution that would not only allow their remote users to reset their expired passwords, but also address the issue of maintaining the same password over multiple AD domains. After analyzing possible options, they identified ADSelfService Plus—an integrated self-service password management and single sign-on solution—as an appropriate answer to all their problems.

## **The ADSelfService Plus advantage**

With more and more of TriMark's users working remotely, their IT help desk was facing an increase in help desk calls due to password expiration. ADSelfService Plus allowed TriMark's users to reset their passwords remotely, without assistance from the IT help desk. ADSelfService Plus comes bundled with a built-in GINA/CP client which places a "Reset Password" button on the logon screen of users' machines. Users are now able to launch the self-service password reset wizard using this link and quickly reset their Active Directory passwords. "When our employees needed a password reset while they were outside the organization, ADSelfService Plus helped us by allowing them to reset their passwords remotely. It was beneficial for us," said Roger DeVivo, senior system administrator at TriMark.

Another issue TriMark faced was that some of its employees have accounts in multiple Active Directory domains. So when a user changed or reset their password in one domain, that change wasn't reflected in other domains. As a result, users were forced to remember multiple passwords, which caused more password-related issues. ADSelfService Plus' Password Sync feature allowed TriMark to automatically sync all password changes between multiple Active Directory domains. This allows users to use a single password to access all their domain accounts and has helped reduce password fatigue. “We have users in multiple domains and using ADSelfService Plus has allowed our users to reset passwords from more than one domain,” said DeVivo.

Aside from ADSelfService Plus' features, DeVivo has been impressed by the quality of support: “The support team helped me pretty quickly every time I called in, and I'd say I'm happy with the support!”

## The result: A productive organization equals satisfied customers

Adopting ADSelfService Plus has allowed TriMark's users to maintain a single password over multiple AD domains and allowed remote users to reset their own passwords. As an obvious result, mundane support calls have been dramatically reduced, leading to a happy IT help desk and even happier users. In short, ADSelfService Plus has allowed TriMark to focus less on redundant password-related issues and more on what matters most: serving customers—no matter what.

### Our Products

AD360 | Log360 | ADManager Plus | ADAudit Plus | RecoveryManager Plus | M365 Manager Plus



ManageEngine  
**ADSelfService Plus**

ADSelfService Plus is an integrated Active Directory self-service password management and single sign-on solution. It offers password self-service, password expiration reminders, a self-service directory updater, a multiplatform password synchronizer, and single sign-on for cloud applications. Use the ADSelfService Plus Android and iPhone mobile apps to facilitate self-service for end users anywhere at any time. ADSelfService Plus supports the IT help desk by reducing password reset tickets and spares end users the frustration caused by computer downtime. For more information, please visit [www.manageengine.com/products/self-service-password](http://www.manageengine.com/products/self-service-password).

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