

CASE STUDY

Upgrading from Legacy Email Encryption to Provide True Control and Ease of Use

"If your organization needs to increase email security, Virtru offers the features you need and is surprisingly easy to use. They have easy admin rules for automatic protection, as well as the ability to track and revoke incorrectly sent emails. Virtru really offers peace of mind."

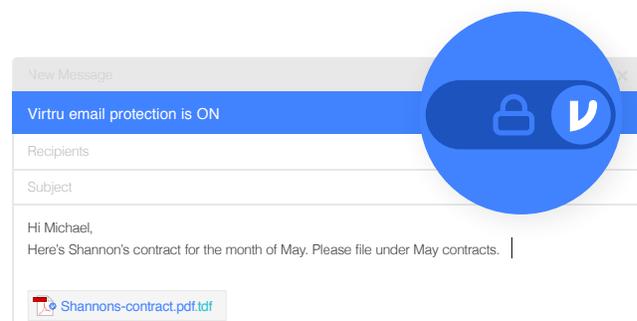
- Ben Baez, Application Administrator, Bancroft

New Jersey-based non-profit **Bancroft** is doing extraordinary work with extraordinary people. The organization serves 2,000 individuals with intellectual and developmental disabilities—with causes ranging from autism to acquired brain injuries—striving to provide opportunities for lifelong learning and personal fulfillment. To ensure that their clients get the assistance they need, while also maintaining security, privacy, and compliance, Bancroft needed an equally extraordinary encryption solution. *Virtru delivered.*

Looking for a Better Fit

When Ben Baez joined the team at Bancroft, the nonprofit already had an email encryption provider — Zix. "We send a lot of medical documents over email," says Baez. "But with Zix, we were never able to actually see if an email was secure—much less be able to revoke something sent in error." The recipient experience was also quite clunky. Baez' team simply needed more confidence and flexibility in their compliance and security controls.

Luckily, Baez had already learned about Virtru from his prior employer. He knew the application was both easy to use and very reliable when it came to privacy and compliance. So, when Bancroft's contract with their existing provider ended, Baez and Bancroft reached out to Virtru right away.



Taking Control of Compliance

"Mistakes are rare for us," says Baez, "but sometimes they do happen—a person spells a name wrong and an email goes somewhere it shouldn't. With Virtru, we have very hands-on, flexible administration that gives us more control. If we need to revoke an email, we can. If we need to track an email to ensure it was encrypted, we have that ability."

Ensuring staff adoption and acceptance was key, and the rollout to Bancroft's internal users was seamless. Virtru's documentation let Bancroft know what to expect, and the client-side extension for Chrome was extremely easy to push out through Google. "Our employees got an email with a quick tutorial and we were ready to go on day one," says Baez. "It's so straightforward. Just a click and the email is encrypted—and you can see it happen, so you can be confident in your compliance."

An Easy Decision

Between its ease of use for senders and recipients, and its unique control features, Virtru was an easy choice for Bancroft's 2,200 users. In the first few months of use, more than 7,000 emails were effortlessly protected.

Their confidence in compliance that the healthcare provider has experienced has made their new partnership more than worthwhile. Baez recalls the decision to change encryption services: "When our contract was up, we knew we could get a solution that was both easier to use and provided us with more control of the content we share. It was an extremely easy decision to make the switch to Virtru."

About Virtru

Virtru eliminates the tradeoff between data protection and ease of use. More than 7,000 organizations trust Virtru's data protection platform to easily protect and control sensitive information—such as regulated content and intellectual property—regardless of where it's been created, stored or shared.

Features for Simple Security

Virtru's superior level of control helps Bancroft carefully adhere to HIPAA regulations and keep clients' personal and medical information private and secure. Some specific features and benefits that Baez' team especially love include:

Ease of Use: With protection and control added directly to familiar G Suite interfaces, securing information is as easy as using Gmail. No new software, no portals and no new accounts required for recipients.

Forwarding control: Lets administrators choose how or if emails can be forwarded, to give greater control over encryption as information is disseminated.

PDF Watermarking: Allows users to persistently mark sensitive email attachments with each individual recipient's email address.

Message Expiration: Emails can be set to "expire" after a certain timeframe, in order to prevent sensitive information from being viewable in perpetuity.

