Novanta secures critical Salesforce client data and management solutions

WHO IS ACCESSING YOUR DATA, HOW ARE THEY DOING IT, AND WHAT WILL THEY DO WITH IT? NOVANTA NEEDED ANSWERS TO THESE THREE CRITICAL QUESTIONS.

imprivata®

Novanta

LOCATION	EMPLOYEES	INDUSTRY
Bedford, MA	1400	Technology Solutions

CLIENT PROFILE

Novanta is a leading global supplier of core technology solutions in photonics, vision, and precision motion technologies that give medical and advanced industrial equipment manufacturers (OEMs) a competitive advantage.

CHALLENGE

As they began storing more and more customer and company data in Salesforce, Novanta had a need for visibility into how users were handling that sensitive data. Novanta also manages multiple orgs from a single Salesforce instance, making it more essential to find a single platform to monitor all data.

SOLUTION

- Imprivata FairWarning for Cloud Solutions

RESULTS

- Proactive event monitoring

- Effective protection of client data security and management projects

- Fast and easy implementation

- Establishing trust and peace of mind

Steve Early,

Global Salesforce.com Administrator

Novanta is a leading global supplier of core technology solutions that give medical and advanced industrial original equipment manufacturers (OEMs) a competitive advantage. They combine deep proprietary technology expertise and competencies in photonics, vision, and precision motion with a proven ability to solve complex technical challenges. This enables Novanta to engineer core components and sub-systems that deliver extreme precision and performance, tailored to their customers' demand-ing applications. The driving force behind Novanta's growth is the team of innovative professionals who share a commitment to innovation and customer success. Novanta's common shares are quoted on Nasdaq under the ticket symbol "NOVT."

The Challenge:

As a leading global supplier of industrial and healthcare technology solutions, Novanta provides medical and industrial original equipment manufacturers (OEMs) with innovative solutions in advanced photonics, vision and precision motion that deliver maximum per-formance.

As Novanta's acquisitions grew, the team began using Salesforce to manage projects and track valuable run-rate forecasts. "We use Salesforce for the typical opportunity pipeline management purposes you would think of," said Novanta's Global Salesforce.com Administrator, Steve Early. "But we also built out some custom processes on the platform."

As a trusted technological partner within the medical and industrial markets,

Novanta realized it had an urgent need to protect both its client's critical data and sensitive internal data within Salesforce. The company's most immediate concern was the possible theft of data by an employee – something that many organizations are vulnerable to when using Salesforce as a sales and contact database. It was clear to Early that they **needed a way to identify who was accessing critical information, when they were doing so, and how to prevent future data theft and costly investigations.**
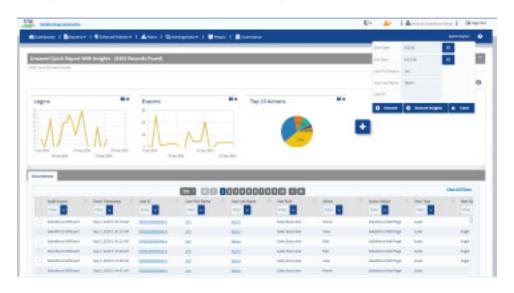
"If you've worked for three years to try to win a deal and somebody starts copying your proposals and product information, they can go to a competitor and really do some damage. That kind of security theft was the main driver for us to use Imprivata FairWarning for Cloud Solutions."

> **❝ If you've worked for three years to try to win a deal and somebody starts copying your proposals and product information, they can go to a competitor and really do some damage. ❞**

Solution:

After some research, Novanta discovered that Imprivata FairWarning for Cloud Solutions had the ability to transform the data from Salesforce Shield's Event Monitoring logs into **actionable insights that could be understood by the business-minded user.**

"If somebody's trying to log in and their access has already been terminated, is it because we took their account away?" explained Steve. "Or is this a former employee trying to crack in? And if they're trying to get into Salesforce, what else are they trying to get into? Imprivata FairWarning for Cloud Solutions helps us answer those questions and pass on the information."

> **"If somebody's trying to log in and their access has already been terminated, is it because we took their account away? Or is this a former employee trying to crack in? And if they're trying to get into Salesforce, what else are they trying to get into? Imprivata FairWarning for Cloud Solutions helps us answer those questions and pass on the information. "**
>
> **Steve Early, Global Salesforce.com Administrator**

The Results:

With Imprivata FairWarning for Cloud Solutions, Novanta has been able to increase its data security strategy and vigilantly track who accesses their data from where and when.

"What really cemented using Imprivata FairWarning for Cloud Solutions for our data security needs was the ability to set parameters so that if someone exceeds a certain number of record downloads - we want to know about that."

After a quick, easy, and customizable implementation process, Imprivata FairWarning for Cloud Solutions now keeps critical client and project data safe, establishing a high degree of trust between the Novanta team and their customers.

"Imprivata FairWarning for Cloud Solutions's support staff were great in terms of understanding what we wanted and helping us get it built," Steve said.

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>
> **Steve Early,
> Global Salesforce.com
> Administrator**