



# Outbrain

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We were so impressed with Proofpoint Meta from the outset. The solution includes all of the features we set out to find in order to ease the onboarding of so many new teams. The team created a complete timeline for the rollout that perfectly matches the Outbrain corporate DNA.”

Jack Kotev, Security Engineer at Outbrain

Outbrain was founded in 2006 to help publishers with problems they faced when replicating the print experience of turning a page to discover the next article or product on the web. Today, Outbrain develops feed technology that makes it possible to explore and discover new things on the open web. Outbrain now has 18 global offices and a presence with more than 800 employees. Every month, they facilitate more than 290 billion discoveries in more than 55 countries and 14 different languages.

## Challenges



**Installation and upkeep:** Outbrain's original remote access solution was based on a traditional VPN solution, which required users to install a client on their laptops and to know which location they wanted to connect with to access various resources. They also ran into issues with incomplete or failed installations and software patches.



**Complicated management:** For IT, this arrangement demanded a lot of resources to set up and manage because first, they needed to connect all the users to every site and then connect between the sites, creating a mesh of site-to-site VPN connections.



**Complex onboarding:** Over the course of 2019, Outbrain acquired another company, which translated to an increase in staff, adding many new employees beyond the base staff of developers. Until this growth, all of the employees in the company came from technical backgrounds and were accustomed to sometimes complicated work processes. The new hires included mainly non-technical employees for marketing, sales and HR teams and they required a more agile access solution.

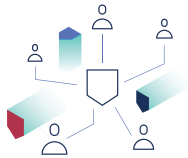
## Finding the Right Solution

To solve their secure remote access issues, Outbrain explored the idea of onboarding new employees with a clientless solution, while preserving the traditional VPN process the development team had been using. They also discovered that some proxy-based solutions did not support the specific requirements of their application.

The Meta team assisted Outbrain in mapping all of their required internal resources and building a three-layer role system delineating developers (full access), sales and business users (agentless access), and contractors (permissions only for resources related to their projects). For developers, Outbrain replaced legacy VPN clients with Proofpoint Meta. In the agentless environment, they were able to map all the endpoints they wanted to expose publicly, and then communicated to relevant teams that they no longer needed to use VPN clients to access those sites.

Outbrain began its implementation by first onboarding the business users who required a clientless solution. This allowed them to gather a lot of feedback to better understand how their ideal design should look. After seeing the success of stage one and incorporating feedback, Outbrain rolled out a gradual onboarding process for the rest of the staff, essentially moving all the technical and development employees to Proofpoint Meta, rather than relying on two separate systems. They took a gradual approach to ensure a smooth rollout.

## Proofpoint Meta for Convenient and Secure Remote Access



**One access solution for all sites and users:** Proofpoint Meta enabled Outbrain to implement one access method across all teams and remove their dependence on complicated VPN configurations. Meta is the overlay through which all Outbrain resources and elements are consumed and managed.



**Better, faster user experience.** The Meta solution provides better performance than a standard VPN. With POPs dispersed around the globe, Outbrain employees connect to the one closest to their location, reducing latency.



**Simplified onboarding.** Meta's cloud-delivered secure remote access enables simple deployment and central policy management, plus client and clientless modes for a seamless onboarding process and UX.



**Enhanced Zero-trust security.** Adaptive controls and micro-segmented application access isolates Outbrain's network from threats while restricting third-party access to only what's needed. If a user doesn't have explicit access to a resource, it is invisible.

### About Proofpoint Meta

Proofpoint Meta Secure Enterprise Access is the next generation in secure enterprise application access, instantly providing cloud-delivered secure remote access for employees, contractors and partners. Leveraging a cloud-native global backbone, Proofpoint Meta delivers the high-performance, anytime/anywhere connectivity that employees expect, along with the security you need.