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Case Study:  
Eurostar

okta

# Eurostar Turns to Okta for Help in Streamlining its Journey



## Overview

### Industry

Transportation

### Company Profile

Headquartered in London, Eurostar is the only high-speed train that directly links the United Kingdom to France and Belgium via the Channel Tunnel. Having carried over 150 million passengers, Eurostar prides itself on being on the leading edge of innovation since day one.

### Business Situation

When Eurostar went mobile to help employees better communicate, they were met with a large IT challenge. Many older applications they used were not going to be compatible. In addition, making employees remember an increasing number of credentials had become an issue. Eurostar was getting ready to add new destinations, improve passenger experiences, and face new competition. They needed to simplify the handling of digital information and applications.

## Solution

Eurostar's 1,800 employees need to stay in touch to ensure they get their passengers to their destinations on time and deliver the highest standards of service along the way. Armed with corporate mobile devices and single sign-on, employees now find it easy to securely access all of Eurostar's apps. Rather than feeling frustrated, users are now engaged with using Okta to help improve the work environment and the passenger experience. Customer service has gone up, train turnaround time down.

IT now spends much less time onboarding new users or resetting passwords. As new apps are added, they look for ones that are SAML compliant, knowing they will easily work with Okta. With better security in place, they are looking ahead to adding an extra layer of protection for improving security and preventing data breaches with Multi-Factor Authentication.

## Benefits

- Automated the process of creating user accounts and allowed for customization, organization, and management of any set of user attributes
- Increased productivity by streamlining sign-ons with one set of credentials to remember and a dashboard from which to access all apps from anywhere
- Improved security due to the addition of pre-built SAML connections to four apps, including Box and Salesforce
- Reduced IT costs through sunseting legacy Microsoft AD FS hardware, integration maintenance, management, and service operations
- Increased success in automating processes such as operational turnaround and train repairs, making them more efficient



## Eurostar's Journey

### Going mobile

After going mobile to help employees stay in touch, Eurostar's IT team sets out on a mission to simplify the handling of digital information and applications.

### Streamlining signing on

As Eurostar begins to rely on various apps, they turn to Okta for single sign-on across different applications. Now they can click once and sign in to everything.

### Time-saving with automation

Okta helps with lifecycle management by automating the onboarding of users for 80 percent of apps, creating cross-application experiences that are more secure, intuitive and delightful.

### Heightening security

Okta helps Eurostar raise the security bar by adding pre-built SAML connections to four apps, including Box and Salesforce.

### Sunsetting legacy infrastructure

Okta eases Eurostar's way to reducing IT costs by allowing them to sunset legacy AD FS hardware, integration maintenance, management, and service operations.

100% Users leveraging  
"any device, anywhere" access

300% ROI

>£300K Annual benefits realized

80% User on-boarding automated

## Making employees' work days as streamlined as riders' journeys

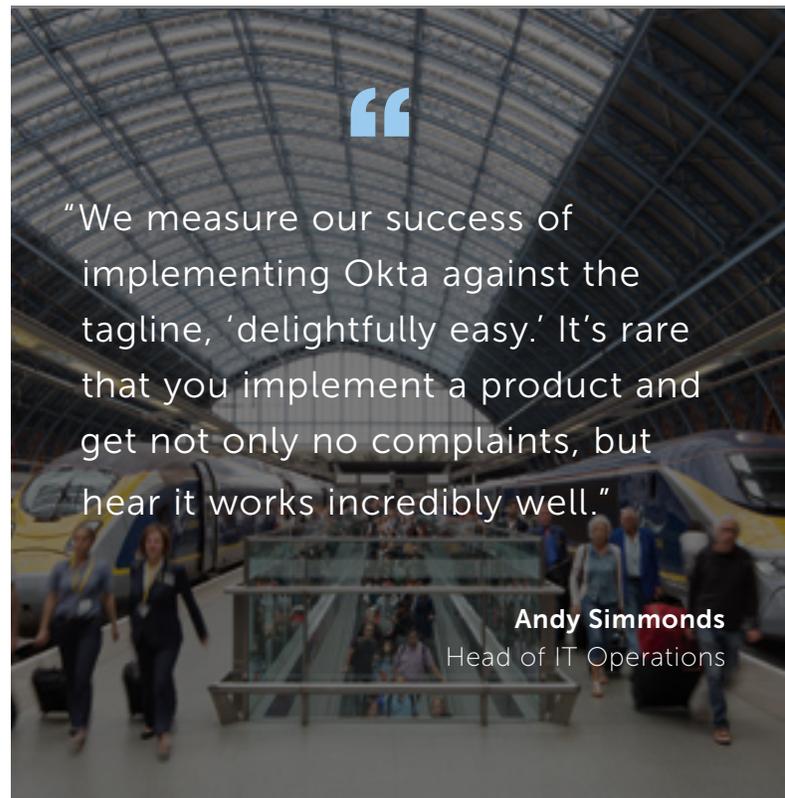
Since Eurostar started in 1994, they've carried over 150 million rail passengers to London, Paris, Brussels, Lille, Calais, Disneyland® Paris, and more. Eurostar employs 1,800 people to ensure they get their passengers to their destinations on time and deliver the highest standards of service along the way.

Travellers are at the center of everything Eurostar does. Eurostar is gearing up to add new destinations and are continually looking to improve on the passenger experience. Eurostar is also conscious that competition could enter the market at any time. Eurostar needs outstanding, flexible tools to not only manage, but also improve the operational safety and security of their trains and stations while ensuring compliance to strict governance policies.



Watch the video

[okta.com/customers](https://okta.com/customers)



"We measure our success of implementing Okta against the tagline, 'delightfully easy.' It's rare that you implement a product and get not only no complaints, but hear it works incredibly well."

**Andy Simmonds**

Head of IT Operations



IT plays a critical role in ensuring Eurostar gears themselves up to support their staff, who need to stay connected throughout their journeys. As far back as 2010, Eurostar went mobile by rolling out iPhones as corporate devices to all of their employees and ever since have been pushing the boundaries as to how much of their new and legacy applications can be pushed out to mobile devices.

Before using Okta, Eurostar had set up one Microsoft AD FS server for Salesforce (as well as an offsite backup server) that frequently didn't work. It was difficult to maintain and manage. Users couldn't access Salesforce from outside the call center, which limited the benefit of having Salesforce in place at all. For high availability and access outside the firewall, Eurostar would need to deploy several more Microsoft AD FS servers and make firewall configuration changes, this not only created management overhead and technical challenges, but made for a complex architecture on what should be simple systems.

Eurostar conducted an extensive search for a collaboration tool that met their set of requirements before selecting Box. However, they soon realized their job was not complete. "We wanted to make things delightfully easy and we quickly realized that by implementing Box without a single-sign on solution, we weren't necessarily making things delightfully easy," Simmonds says. Instead, they were faced with the prospect of asking people to remember, and type in new usernames and passwords. Employees complained about having to remember different passwords for the different products and applications they used. There was no possibility for password syncing or single sign-on.

### **A word-of-mouth recommendation**

When Simmonds looked at the issue of making employees keep track of additional credentials, he was determined to come up with a solution. IT wanted to simplify the process by finding a way to use single sign-on across different applications. They also wanted to find the best technologies possible to improve their passengers' experiences and provide even better customer service on their trains.

When the team heard about Okta through Box, it piqued their interest. But before making a decision to go with Okta, they visited another customer as well. They spoke to the IT team at [Gatwick Airport](#), who shared their experiences and how successful they were using Okta. Then things really took off.

### **With Okta, Eurostar improves employees' work experiences**

Members of the IT team spent a lot of time talking to their contacts at Okta and evaluating the platform. It seemed easy to implement, deploy, and maintain. Simmonds believed this simplicity was the key differentiator for committing to Okta. "As far as our users were concerned, it was invisible," he explained.

"We want people to get used to it and understand how easy it is," Simmonds stated. Where previously employees would have gone out and purchased a product or SaaS through shadow IT, now he finds that people come to them. They don't want to deal with a separate sign on. "One of the benefits is that we are involved earlier and discover what's going on out there so this helps bring us closer to the business departments."

By adopting mobile devices early on and partnering with Okta to get new, innovative apps onto those devices, IT has had increasing success in automating their processes and making them more efficient. They've improved the operational turnaround of the trains. By using train-management apps to record faults on the trains in real-time they ensure replacement parts are ready and waiting at the next engineering depot.

Security has also improved. Instead of lugging around safety documentation in trolley bags, employees can easily access the information on their iPads.

Most importantly, the culture has changed for employees to further improve productivity and customer experience. They are encouraged by the freedom to come up with new ideas. With mobile SSO at their fingertips, they can provide better service by calling taxis for their passengers before the train reaches the station.



"We get a lot of benefits we wouldn't have thought of just by being able to put Okta out there and say, 'You've got this technology; work out how it can best be used,'" Simmonds said.

"It's all about being able to work on the move and speed things up, speed up business processes with mobile devices," Simmonds explained.

### Okta proves itself a strategic toolset

When Okta paired up with Eurostar, they set up single-sign on. Employees now have a single set of credentials that gives them access to enterprise apps in the cloud, on premises, and on their mobile devices.

IT administrators also use [Universal Directory](#) to customize, organize, and manage any set of user attributes. And it is all done with great flexibility and from the cloud. IT also uses [Lifecycle Management](#) to automate the process of creating user accounts—with seamless communication between Universal Directory and cloud applications.

Simmonds now has a way to enhance security by adding pre-built SAML connections to four of their most critical apps. "In IT we are making sure anything we buy in the future is SAML compliant so that it will link through to Okta, so that anything we release can work in the same way," Simmonds elaborated. With Okta, you worry less. "In the past, there was always a decision about how to authenticate against a new product. That decision is no longer there because the assumption is it will work."

Because Okta is always online, patched, and up to date, Eurostar can focus on improving its passenger services, adding new routes, and getting ready for pending competition. Okta is making life easier at Eurostar. "For us, Okta's becoming more of a linchpin and strategic toolset, and we can see more potential than we have actually realized as of yet," Simmonds ventured.

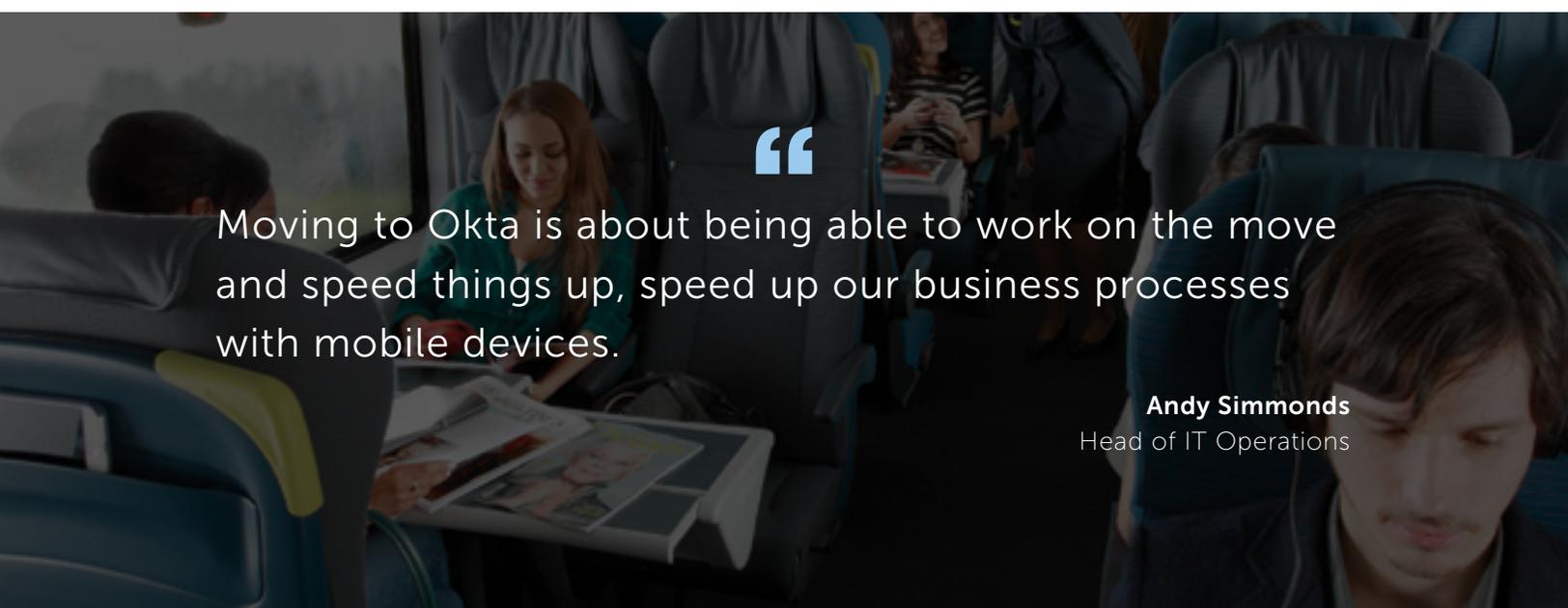
### Fewer headaches, better results

Eurostar now has 100 percent of its users leveraging "any device, anywhere" access. Eurostar's employees have become more productive. Having a dashboard to go to for their apps simplifies things. Eurostar has found that they've have been able to roll out applications more easily than ever before.

Employees just joining Eurostar are now able to get access to all of their applications on day one—and hit the ground running. Automated onboarding has led to a 50 percent improvement in the amount of time it takes.

Simmonds was pleased to find the significant cost avoidance he realized by sunsetting the AD FS infrastructure.

Okta acts as a central component of how Eurostar's staff does their work each day. "We measure our success of implementing Okta against the tagline, 'delightfully easy'. For all future operational products we want them to be mobile and therefore be easy to use; we recognize that when faced with the public in transit or at a station, our staff cannot afford to take the time to log in to different systems.



Moving to Okta is about being able to work on the move and speed things up, speed up our business processes with mobile devices.

**Andy Simmonds**  
Head of IT Operations



The information has to be made available to them there and then so we measure the success by user adoption and the number of applications made available," Simmonds commented. When Simmonds had employees complete an engagement survey, they asked, "Are things getting easier?" The answer was a resounding "Yes." "You know, it's rare that you put a product out into the marketplace or implement it into a business and get not only no complaints, but hear that it works incredibly well."

What else is next? Now, Eurostar can clearly picture adding Adaptive Multi-factor Authentication (MFA) to further secure their apps and on-premise resources. Simmonds said "When we asked our business users what level of security they believed to be appropriate for the safety and security of the systems, the response was that people felt that the level of security often associated with mobile banking applications. We feel that MFA will add that additional layer of security that provides the balance between maintaining security whilst maintaining the ease of use for our employees." Simmonds believes MFA will add an extra layer of protection for improving security and preventing data breaches. They're also not using deprovisioning, yet might in the future. "We deployed Okta for the reasons that we bought it, and we can see a lot more potential in there."



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#### **About Okta**

Okta is the leading provider of identity and mobility management solutions for the cloud and mobile enterprise. By harnessing the power of the cloud, Okta allows people to access applications on any device at any time, while still enforcing strong security policies. It integrates directly with an organization’s existing directories and identity systems, as well as 4,000+ applications. Because Okta runs on an integrated platform, organizations can implement the service quickly at large scale and low total cost.

Thousands of customers, including Adobe, Allergan, Chiquita, LinkedIn, and Western Union, trust Okta to help their organizations work faster, boost revenue and stay secure.

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