

## CUSTOMER STORY

# Redbrick Associates

Financial back-office services firm seamlessly transitions to work from home  
—with Amazon WorkSpaces powered by Teradici PCoIP® technology



Founded in 2014, Redbrick Associates works with select top-tier venture firms to manage their business operations and financial reporting. Redbrick attracts clients because of its deep institutional knowledge of the venture capital industry, attention to security and privacy, and broad network of contacts.

**“**Business continuity is essential for financial services firms like accountants, tax preparers, and financial advisors. With Amazon WorkSpaces powered by Teradici PCoIP protocol, we can work for our customers from anywhere, on any device—during ordinary times as well as disasters.

**TONY DI BONA**

FOUNDING PARTNER, REDBRICK ASSOCIATES

## Challenges

- Segregate and secure customers' financial data
- Avoid local storage of customers' financial data
- Ensure business continuity during pandemics or other disasters
- Minimize IT burden

## Solutions

- Provisioned virtual desktops in the cloud using Amazon WorkSpaces—each desktop dedicated to one customer
- Gave employees ultra-secure PCoIP Zero Clients to securely log in to virtual desktops
- Immediately distributed low-cost Chromebooks when COVID-19 lockdown began so employees could access virtual desktops from home
- Supplemented Chromebooks with a zero client for home use, for higher security and multi-monitor support

## Results

- Seamlessly transitioned to working from home during COVID-19 pandemic
- Simplified IT by avoiding the need for a VPN and on-site service calls
- Protected confidential client data by keeping it off endpoints
- Gained flexibility to use any available endpoint: zero clients, laptops, tablets, and any Windows or Mac devices employees have at home
- Lowered endpoint costs by purchasing low-cost PCoIP Zero Clients and Chromebooks instead of PCs



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Redbrick Associates replaces a venture capital firm’s in-house finance department, undertaking all aspects of accounting and financial reporting. “Our value is freeing customers to focus exclusively on investment activity,” says Tony Di Bona, founding partner. “They trust us to keep their business completely separate from our other customers and to always be available to them—despite the pandemic or any other crisis.”

**When starting the business, Redbrick looked for a foolproof way to keep customer data segregated.** Separate servers weren’t enough; Redbrick also wanted separate desktops for each customer. “Our idea was to provide an immersive compute environment for our team as they worked for any given customer,” Di Bona explains.

**Redbrick found its answer in Amazon WorkSpaces—Desktop-as-a-Service (DaaS) powered by Teradici PCoIP technology.** “With Teradici PCoIP we don’t have to worry about losing any data if our office is inaccessible, or if any device is lost or stolen,” says Di Bona. Customer data never leaves Amazon’s secure data centers, and only encrypted pixels travel over the network to the end user’s device. The company also likes the flexibility: employees can securely access virtual desktops from any device—zero client, laptop, tablets, even an old home PC or Mac, from anywhere in the world.

Redbrick provisioned separate virtual desktops for each customer—one or more desktops depending on how many employees are likely to do work for that customer at the same time. “With Teradici PCoIP and Amazon WorkSpaces it’s like having multiple physical desktops each dedicated to a specific customer—but without the cost and clutter,” says DiBona.

**At the office, employees use PCoIP Zero Clients with multiple monitors.** They log in and out of virtual desktops dedicated to each customer throughout the day. “When I’m logged into Customer A’s desktop, I have 100% certainty that I’m sending email from that customer’s domain,” Di Bona says. For additional security, Redbrick configured the zero clients to prohibit the transfer of data to USB drives.

**When employees went home to work during the COVID-19 pandemic, the firm didn’t lose a beat.** Redbrick bought low-cost Chromebooks, installed the Amazon WorkSpaces client in a few minutes, and handed them out. “The moment I got home I could log into any of our customers’ virtual desktops in the cloud with the exact same experience I have in the office,” says Di Bona. In contrast, installing VPN and other software on Windows or Mac laptops would have taken the better part of a day.

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The laptops provided an immediate solution for business continuity. Now Redbrick is arranging to drop-ship zero clients and monitors to employees' home offices so that work is as convenient as it is in the office. "I'm comfortable using zero clients for work from home because they are low-cost, secure and easy to manage," Di Bona says.

IT is simple whether employees work from home or in the office. Teradici PCoIP technology saves Redbrick the cost of a VPN and ongoing management, and the IT team can update software from anywhere.

Online login to secure sites, like banking websites, is also simpler. Service providers see a familiar IP address—the one for Amazon WorkSpaces—no matter where employees are or what endpoint they're using. That spares employees from having to go through time-consuming authentication processes service providers require when they don't recognize the device.

Redbrick's customers are grateful that the transition to work from home didn't interrupt the firm's service one bit. "Business continuity is essential for financial services firms like accountants, tax preparers, and financial advisors," Di Bona says. "With Amazon WorkSpaces powered by Teradici PCoIP protocol, we know we can work for our customers from anywhere, on any device—during ordinary times as well as disasters."

