



## Betsson Group Case Study

### Introduction

Betsson Group's contact centres provide support for millions of customers around the world. In a business with over 1,000 employees needing access to high-value accounts, it is critical these are protected by strong passwords and that employees manage business passwords securely. Security Coordinator, Adrian Romano, explains how implementing My1Login's Single Sign-On (SSO) enabled Betsson to eliminate security risks, increase productivity and satisfy stringent compliance obligations.



Customer:	Betsson Group Ltd.
Sector:	Contact Centre
Country:	Malta
No. of Employees:	1,000

### The Challenge



Adrian Romano, Security Coordinator  
Betsson Group Ltd.

Betsson Group employees need to access multiple high-value accounts as part of their day-to-day roles. With contact centre agents having to log into numerous legacy and cloud-based applications, provisioning and de-provisioning of users on these 3rd party applications was onerous when it came to on-boarding and churn. Logging in and out of these applications was also having a detrimental impact on productivity.

In addition, some employees were using their own personal password managers, while others relied on notepads and spreadsheets. **"In both cases this was not secure"** explains Adrian, **"especially when having to share passwords. We had issues with usernames and passwords being shared via email or chat. They were being sent through the same media and that's not secure"**

### The Solution

**"My1Login solved the challenges we faced by offering a platform which is highly available and makes it easy for the end-user to sign into various legacy and cloud applications. My1Login's secure sharing functionality also removed the problem of employees having to resort to email or chat to share passwords with their colleagues."**

My1Login's SSO also eliminated the problem of employees storing passwords insecurely on notepads and spreadsheets, vastly improving corporate security.

Crucially, when employees left the business, their access could be ceased centrally using My1Login, removing the risk of employees leaving the business with access to corporate systems.

**"Thanks to My1Login, our employees no longer put the business at risk by using weak passwords"**

## The Benefits

---

With a lot less clicks to access systems, our employees save

**1hr**  
PER WEEK

---

“Based on the feedback I get from end-users, they save around two clicks per site, which is a lot when you consider the large number of sites accessed and also the ease with which they can now open them and sign in. At scale, this means a substantial productivity saving across our contact centre environments.”

Security has also increased within Betsson following the rollout of My1Login. “The password sharing facility enables passwords to be shared without letting the end-user see the password, eliminating more security risks.”

My1Login eliminated the problem of employees adopting weak practices, increased business security and eliminated risk. “My1Login’s SSO gives management visibility and an audit trail of the credentials in use across the company and enables us to make sure employees can only access the systems they’re supposed to.”

---

## Connecting People, Apps and Devices

---



My1Login’s next generation Identity and Access Management services provide Single Sign-On that works with cloud, desktop and virtualized applications. Our SSO solution even works with legacy (non-browser) applications enabling enterprises to securely connect and control all end-users, devices and applications. Founded in 2007, My1Login solves Identity and Access Management challenges for over 1,000 organizations worldwide.

Web: [www.my1login.com](http://www.my1login.com)  
US Tel: 1 650 422 5511  
UK Tel: 0800 044 3091  
Email: [contact@my1login.com](mailto:contact@my1login.com)

[Ask our experts a question](#)



**General Office**  
My1Login  
2225 E. Bayshore Road,  
Suite 200  
Palo Alto  
CA 94303

**Development Centre**  
My1Login  
The Hub,  
70 Pacific Quay  
Glasgow  
G51 1DZ

**Registered Office**  
My1Login Limited  
Office 404,  
324 Regent Street  
London  
W1B 3HH

