

Virtru Secures Client Communications for Essence

"As soon as I saw the demo, I realized Virtru solved a problem we didn't even know we had."

—COLIN MCCARTHY, Associate IT Director, Essence.



A Risk Not Worth Taking

Colin McCarthy, Associate Director of IT at Essence, a global digital agency that is a part of WPP, wasn't looking for an email encryption service. But after watching a Virtru demo at a tech meet-up in New York, McCarthy realized his company needed email encryption—and they needed it as soon as possible. Essence works with major international corporations—including Google, Walgreens, and Netflix—to create advanced digital campaigns. From London to Singapore, the company's 530 employees connect brands and their big ideas with consumers across the globe.

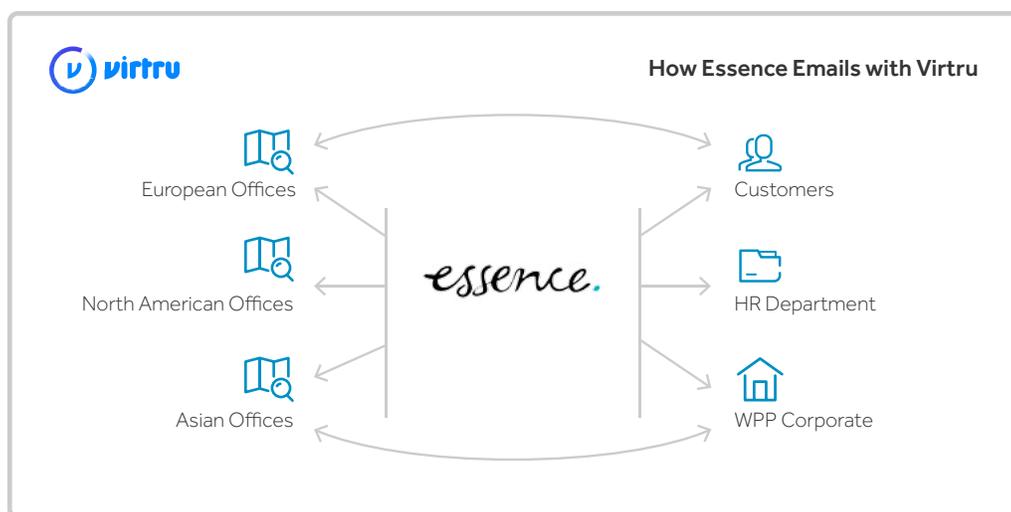
"After you click 'send,' your emails travel through so many different domains. With the increase of cyber criminals targeting businesses, we needed our emails to be totally secure," McCarthy says. "If our emails were ever hacked, our clients' information would also be put at-risk, and that's a risk we cannot take."

Encryption and Control—For Everyone

After trying Virtru, the program was so easy and effective that McCarthy and his team didn't even consider another option. "Virtru sits within your email browser and works seamlessly with Gmail and Google Apps," he says. "You don't have to install anything else. It's the simplest solution to choose."

Virtru was also easy to deploy to all of Essence’s global employees. Thanks to Virtru’s simple onboarding materials, users picked up the software without any training. In fact, of the 70 employees who first tried Virtru, the IT team only received a couple of questions—most of which came from users who were surprised how easy it was.

“Mostly people were sending us tests to see if Virtru was working—and it was, they just couldn’t tell,” says McCarthy. “You don’t even realize you’re using it because it’s so seamless. Just install the extension onto your account, and off you go.”



Since introducing Virtru across the entire company, McCarthy has heard zero complaints or reports of workflow interference. What’s more, McCarthy explains that Virtru has made many administrative tasks easier.

“Virtru is an ideal way to send account credentials, usernames, passwords, health info, and financial documents—anything of an extremely confidential nature.”

Essence enjoys Virtru because of its:

- **Ease of use:** Virtru operates within a user’s inbox, so there’s no extra software to install or staff training required.
- **Flexible controls:** Virtru can automatically encrypt emails containing passwords and confidential codes, but administrators can also allow users to encrypt only when they need to, which makes the product more easily adoptable.
- **Enhanced communication:** Virtru secures anything shared with clients, and that creates a culture of trust that allows ideas to flourish openly.

Boosting Creativity with Better Security

According to McCarthy, Virtru has had a positive influence on business by giving senders ultimate control in what information they share. One of his favorite pieces of Virtru functionality is the ability to revoke any message or file—even after already being accessed by the recipient. He also uses Virtru's disable forwarding function to ensure that precious details are not passed on to competitors. These control capabilities provide his security team some much needed assurance across Essence's business.

"Of course, you want to be sure the conversations between your CEO and the financial director happen behind closed doors," he notes. "But we also want to protect offers going out to new staff and clients and ensure the information is only received by the right person."

As well as taking its security seriously, Essence aims to create a trusting and open environment that fosters free-flowing creativity and collaboration. The agency operates a "one-team approach" with clients that encourages constant communication, and customers value Virtru's role in facilitating these often sensitive conversations.

"Clients appreciate the steps we're taking to protect communication," says McCarthy. "They recognize Virtru's encryption and know they can communicate freely."

