



## **Case Study: Remote Contact Center Service Company Taps Network Coverage for a Fully Secure Remote Workflow**

Network Coverage empowered NexRep to scale rapidly without compromising on security.

### **NexRep's Success with Amazon AppStream:**

- Ironclad protection of PHI and PII
- Ability to scale BYOD model without compromising security

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Kevin Welch, Vice President of IT, Engineering, and Security, NexRep





NexRep, with its roster of contracted agents providing contact center services using their own devices, has been described as “the Uber of contact centers.” It’s a business model that worked well – until they entered a period of high growth during which manually auditing network access to ensure data security on each agent’s device became unsustainable.

Working with Network Coverage, a managed services provider and official Amazon Web Services (AWS) partner, NexRep deployed a secure AppStream environment and set policies to prevent any egress of data out of that environment. As they scaled, this solution empowered the company to preserve all the benefits of their flexible bring-your-own-device (BYOD) business model while minimizing operational risks

#### **About NexRep**

NexRep is a platform that connects US-based contact center professionals with third-party clients. The NexRep Marketplace Platform is designed to empower independent contractors to work from home and select their own schedules, all while delivering world-class customer experiences and exceptional results for top American companies.

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## **Challenge:** **Scale BYOD Workflows Without Compromising Security**

NexRep has been a 100% work-from-home company for over a decade. When COVID forced most of the business world to adapt to a work-from-home model at a moment's notice, NexRep was miles ahead, and as a result, quickly found themselves in high demand. "We closed some big accounts during that time," comments Kevin Welch, Vice President of IT, Engineering, and Security at NexRep. "Everyone was telling us that their call volume had tripled, their whole team had gone home, and they needed our help."

Some of this new business came from industries in which companies typically store highly sensitive data. "We had new customers in healthcare, and so our agents were dealing with a good deal of personal identifiable information (PII) and protected health information (PHI)," explains Welch. Historically, securing sensitive customer data within their agent's operating environment was difficult. And, with the COVID-generated spike in demand causing NexRep to

onboard up to a thousand agents every couple of weeks, they need a solution to ensure the safety of both PII and PHI. As a result, NexRep started looking into tools that would keep customer's sensitive data secure while allowing the company to quickly scale to meet demand.





### **Ignite breakthrough innovation with an end-to-end data strategy**

Amazon Web Services (AWS) offers a comprehensive set of services that help organizations build an end-to-end data strategy and put data at the core of innovation. With services that optimize the price performance for every dataset and machine learning use case, businesses can gain a complete view of customers, optimize supply chains, make data-driven decisions, and build modern applications.



### **Why Network Coverage?**

Network Coverage possesses unparalleled expertise in the implementation of AWS infrastructure and specific AWS products. The company has also shown itself capable of providing clients with IT services at a holistic level, having acted as a de-facto network engineering team for NexRep over the past several years. All of this made Network Coverage uniquely qualified to manage and execute a major upgrade to NexRep's BYOD workflow.



## **Solution: Create a Secure Cloud-Hosted Environment in AppStream**

Network Coverage helped set up NexRep's AWS journey for scale by implementing a process that involved architecting the company's single sign-on instance, identifying gaps in access management strategy, improving network security policies, and more. Network Coverage saw an opportunity to harness this budding AWS strategy to address the BYOD issue.

"After trying out a few test environments, our AWS vision for NexRep centered on tools including AppStream, EC2, directory services, IPsec tunneling, and several others," says Eric Tomah, Chief Information Officer at Network Coverage. "For the security challenge, we envisioned dynamically-scaled AppStream fleets with scheduled scaling policies that tie into their existing automation platforms. This would allow for a BYOD workflow while keeping agents' hard drives completely separate from the data they're working with."

Welch adds: "We needed a partner with AWS expertise, who could architect something that would perform well using cloud-native solutions and not too much local infrastructure. I've worked with Network Coverage long enough to know that they fit the bill better than anyone."

Welch conferred with Network Coverage regarding the scope and requirements of the project, and Network Coverage handled the implementation. Once implemented, AppStream facilitated full client services while preventing agents from copying information onto their harddrives.



## **Results:** **BYOD Workflows That Stay Secure as NexRep Scales**

By implementing AppStream at NexRep, Network Coverage has equipped thousands of NexRep agents with non-persistent virtual desktop infrastructure that keeps sensitive data confined to a virtual environment and resets after each session, effectively eliminating end users' devices from the management of customer data.

AppStream is a pay-per-seat platform. While NexRep needed to have enough accounts for all on-duty agents at any given time, having any more than that would cause overspending – a situation that was hard to avoid with an all-contractor team in which each person decides their own schedule. Here, too, Network Coverage's AWS expertise and savvy consulting have guided NexRep to a solution. "Network Coverage was instrumental in pinpointing areas of excess AppStream capacity and developing smart, detailed scale-in-scale-out rules to keep spend down," Welch explains. "This way, even with people working two hours in the morning, taking lunch, working another hour, running an errand, and working more in the evening, we had a

good handle on how much AppStream capacity we needed hour by hour."

The AppStream implementation has improved NexRep IT team's productivity and made the BYOD model scalable and more compatible with the company's rapid growth. "Network Coverage effectively serves as an off-the-shelf IT team," Welch says. "This allows me to extend the productivity and efficiency of my internal IT resources. The result is that I can spend my energy building better tools, improving our business processes, and making our agents more efficient, all without being distracted by IT troubleshooting."





## About Network Coverage

Network Coverage offers customized flat-rate managed IT service plans for the best outsourced IT services available at an affordable and predictable rate. Merging expert technology solutions with real business strategy, our mission is to help businesses increase productivity and profitability by making IT a streamlined part of operations. Leave the technology to us so you can focus on what your business does best.



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