

EMA CASE STUDY



Financial Services Company Manages Work-From-Home User Experience with NetBeez

Executive Summary

Marlette Funding, owner and operator of the Best Egg online lending platform, used NetBeez to monitor and troubleshoot user experience when 100% of its 250 employees were forced to work from home during the COVID-19 pandemic.

Brian Conneen, CIO
Marlette Funding



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Pandemic Makes Visibility Into the Remote User Edge Critical

Like many companies, Marlette sent its employees home when the COVID-19 pandemic forced the world to shelter in place. The company’s IT organization realized that it needed to expand its monitoring capabilities to support the user experience of its 250 employees.

“The pandemic hamstrung us in a way we weren’t ready for,” said CIO Brian Conneen. “We went from having one main office to 250 locations that we had to deal with. All our tools for helping people were on-premises-based. If you were having a problem, we would come to you. The pandemic eliminated that toolbox, and it became a challenge to provide that level of service.”

The IT organization’s biggest challenge, according to Conneen, was ISP reliability. His team struggled to understand and diagnose end-user experience in home offices, and they were always in firefighting mode, rather than proactively addressing issues before employee productivity was affected.

“People would complain that they couldn’t make phone calls, or their calls were choppy,” he said. “We spent a lot of time trying to figure out if the problem was with the ISP, software, the user, etc. This was all so reactive and we had no visibility. These were always transient issues, and it’s not the user’s fault. All they know is they’re trying to do their job and they can’t.”

Conneen’s IT organization had plenty of tools for monitoring and troubleshooting data center and local area network performance, but they needed something new to track end-user experience in home offices.

“Remote work is going to be a constant part of the business,” Conneen said. “If they want to work from home two or three days a week, we will support that.”



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Remote Active Monitoring From NetBeez

Conneen procured NetBeez, an active network monitoring solution. More specifically, his team installed NetBeez’s Remote Worker Network Monitoring agent on employee’s computers. The agent generates active network test traffic, allowing an IT organization to monitor end-user experience and network performance from any location.

“We started with our most senior employees, our executive team who need communications applications,” Conneen said. “Then we pivoted to all our call center agents, because they’re on the phone with customers and they need call quality. At this point, we’ve rolled it out to 95% of the company.”

NetBeez’s central console allows IT organizations to manage and configure the Remote Worker Network Monitoring agents to generate network tests aimed at measuring the reachability and performance of critical websites and applications from any end-user location.

“The thing I found most powerful was having a central management console where you could build monitoring profiles,” he said. “I could create a profile for users. The executive profile is where we are most aggressive at detecting problems and pinging their important websites, making sure our conferencing application is up all the time.”

Work From Anywhere: A New Normal

The pandemic permanently transformed how Marlette Funding operates. Remote work is now a fixture, meaning that the NetBeez solution will remain a critical IT operations tool from now on.

“Remote work is going to be a constant part of the business,” Conneen said. “If they want to work from home two or three days a week, we will support that. We will not get rid of those 250 network environments for 250 employees.”

Marlette is investing in other ways to support the home office. Some employees live in apartment complexes with spotty Wi-Fi, so Marlette is installing its own Wi-Fi in their apartments. Other employees have unreliable ISPs, so the company is installing backup LTE gateways in their homes.

“We’ve tripled our Verizon LTE footprint. We had 30 or 40 pre-pandemic, and now we have 100,” Conneen said. “It’s going to be such a heterogeneous environment that we’ll need flexibility with network monitoring. We need visibility. The boundaries of work are going to be fuzzier, and tools like NetBeez are going to be essential.”



About EMA

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