



CASE STUDY



Integrating platforms for superior security

bol.com

UTRECHT, THE NETHERLANDS

Experiencing the benefits of Apple and Microsoft

Now in its 20th year of delivering worry-free shopping to roughly 10 million residents in the Netherlands and Belgium, bol.com is one of the biggest eCommerce platforms in the area, offering more than 20 million items across all product genres. As an innovative technology company, bol.com embraces local culture and continues to foster a sense of community among its more than 20,000 selling partners.

At its growing campus just outside Amsterdam, bol.com continually innovates as a means to match its rapid growth. Recognizing the power of technology, the company uses Apple and Microsoft to ensure system security while offering employees an elevated user experience through device choice. At bol.com, maintaining a secure and productive environment are of the utmost importance. And they accomplish both through a unique partnership with Microsoft and Apple.

AT A GLANCE



Bol.com offers worry-free shopping to 10 million residents in the Netherlands and Belgium.

Uses Jamf Pro to manage the company's 500 MacBook and 5 iMac devices.

Leverages the Jamf and Microsoft Enterprise Mobility + Security (EMS) partnership.

Offers device choice as a way to create efficiencies among employees.

Plans to move all MacBooks to Jamf Cloud for a more streamlined experience.

Believes half of company computers will be MacBooks in a few years' time.



DISCOVERING THE POWER OF MDM

Thijs Xhaflaire, system administrator, bol.com, said it was when a colleague took an extended vacation that he first got his hands on Jamf Pro. “That was my chance to hop on the Jamf Pro bus and start the journey,” he said. And once he was on, he didn’t want to stop. Xhaflaire subsequently completed the Jamf 100, 200, 300 and 400 training courses and transitioned to be bol.com’s main Jamf admin to focus primarily on managing the mac platform.

Looking back at the previous years, Xhaflaire explained the importance of getting and strategically using a mobile device management (MDM) solution at bol.com. “It was very important for us to be able to guarantee that the managed Macs complied with our security policies, because access to sensitive information is possible from the Mac,” he said. “We wanted to take these concerns out of the hands of the end users and do our best to automate them as much as possible.”

Over the last few years, the company saw a shift in MacBook adoption among employees, a change that required more management than they used when first acquiring Jamf Pro (Casper Suite at the time) in the spring of 2014. Understanding what Jamf had to offer, Xhaflaire extended its use within the organization and made it his mission to secure all of the organization’s Apple devices with Jamf. Now roughly 500 Apple devices at bol.com are secured with Jamf Pro. “I’ve spent a lot of time on this journey,” Xhaflaire said, “So it feels really good to get to this point.”



LEVERAGING MICROSOFT AND JAMF TO ENSURE SECURITY

With Jamf in place, Xhaflaire and his team further explored the world of Mac management. They started to see that they could mirror their Windows and Mac landscapes. “For a long time we already had multi-factor authentication in place for our managed Windows clients,” Xhaflaire said. “Users working on the Windows platform use a second factor, a user certificate or their physical OTP token on ADFS.”

Fortunately for bol.com, Xhaflaire follows the news about Apple integrations and features. That’s when he learned about the Jamf and Microsoft Enterprise Mobility + Security (EMS) partnership that provides an automated compliance management solution for Mac devices accessing applications set up with Azure AD authentication. This collaboration leverages conditional access to ensure that only trusted users, from compliant devices, using approved apps, are accessing company data.

“Knowing this is what we needed, I spun up a demo cloud environment and started testing with a single MacBook,” Xhaflaire explained. “In the beginning, it was a little trial and error with the registration processes, so we made some changes in the Intune cloud configuration.” He then added 24 more devices to run a full pilot with an implementation of 25 MacBook devices.

After relatively smooth sailing, the bol.com Office Automation team was pleased. “We now have 90% of our managed devices in Intune,” Xhaflaire said. While he said this is a huge win for overall device management, the biggest benefit, he believes, exists with the end users.



CREATING EFFICIENCIES WITH DEVICE MANAGEMENT

In the past, accessing all of the bol.com platforms wasn't easy. Employees had separate logins for a variety of HR systems, a company service portal, customer data systems, etc. Now, though Single Sign-On (SSO), which is made possible through management capabilities, employees enjoy easy access to everything with one password. Xhaflaire said this is a game changer, for users and his team.

"We probably got a couple hundred tickets a year regarding lost passwords," he said. "So this not only saves us time, but also the person who lost the password. This improved user experience is really what matters at Bol.com."

Taking the functionality a step further, the Office Automation team is working to reduce employee VPN use by redirecting internal traffic through a Microsoft application proxy. He said, "For instance, we have our ticketing system hosted at bol.com. It's not reachable anywhere, only by VPN. But we can make the ticketing system accessible through an application proxy." Possible through SSO, Xhaflaire said it would only be accessible by people assigned to the preset role and their compliant devices.

"This is where conditional access comes into play," he added. "It's not fully functional yet, but we're digging in deeper this year. It's my big wish to manage devices everywhere with the use of Jamf Cloud. And in case of non-compliance, the user can remediate themselves through Jamf Self Service and

enjoy the benefits of seamless SSO again." Of course non-compliant users wouldn't reap these benefits. Nor would they be able to access arguably the most important platform for an employee — email.

"We enabled a policy that syncs email on the user's Intune device," Xhaflaire explained. "So if the device isn't registered, it isn't compliant." This, for instance, prevents employees from setting up email on their private devices at home. "Macs are only marked as compliant in Intune if the device meets certain conditions and the compliance policy is scoped to the user. With the use of Jamf Pro, we make registering the device into Intune available via Self Service." Xhaflaire added. "This is how we keep important data within bol.com."

But when it comes to access, bol.com employees have to show they shouldn't have it. "People have full access permissions," Xhaflaire explained. "And if employees are using a Microsoft Office application or SSO-enabled applications and their device doesn't meet the Conditional Access policy, they'll simply lose their access and be redirected to the Jamf Self Service portal to remediate the issue. So that's one huge win for us with conditional access," Xhaflaire said. Madeleine Boevé, team manager of Office Automation agreed saying, "Security is of course our main objective. The bol.com platform is the heart of our company, so the laptops we deliver to build and maintain the platform have to be as secure as possible."



OFFERING EMPLOYEES CHOICE

While they continue to push the boundaries of what's possible with their technology environment at bol.com, the focus remains on end users. How can they deliver the best possible experience for their employees? The answer in one word — choice.

Around 900 bol.com employees have a choice when it comes to their technology. Whether they choose a MacBook or Windows computer, staff know the company wants them to have the best tools to do their job. That's why even if they're not in a pre-selected role that automatically gets a Mac, Boevé said she'll approve requests when an employee makes a solid case for how the device would enhance their efficiencies and productivity. And employees are asking.

Over the last few years, Boevé said she's seen a shift in device choice. "Employees are moving more toward Mac," she said, anticipating the company's MacBook population will increase from 33% of all bol.com computers to around 50% in a few years.

While some of the shift could come during device refreshes (every three years for Windows computers and 3 1/2 to four years for MacBooks), Boevé said it's less likely to see people switch devices once comfortable with a platform. Rather, she said more new employees are choosing Mac. Xhaflaire agreed, estimating at least 50% of all eligible new hires are choosing Apple devices. And with an anticipated 600 new hires in 2019 alone, that's a lot of potential new MacBook devices.



"Employees are moving more toward Mac."

– Madeleine Boevé, Team Manager, Office Automation, bol.com

Jitske van de Worp, an HR IT recruiter at bol.com, said she isn't surprised. She said that while the individuals entering into management roles don't typically inquire about device choice, approximately 40% of those in junior, mid-year and senior roles do ask about the available computer options. "Although," she added, "I've been in the IT recruitment market for the last seven years, and four years ago that number was 80%." Does this mean choice isn't as important as in previous years?

Not at all. Rather, van de Worp said more potential employees are assuming they have a choice. "They're expecting it," she said. "That's what I see." Those who are eligible to choose (e.g. anyone within IT at bol.com, along with a number of other functions) then receives a backpack with their laptop and accessories on their first day. "The onboarding process is super smooth," van de Worp said. "I don't know how they do it, but it's really, really impressive."

I come to work, but I feel like Jamf Pro is working for and with us all day. It takes a lot of work off our hands."

– Thijs Xhaflaire, system administrator, bol.com





ENCOURAGING PRODUCTIVITY WITH APPLE TECHNOLOGY

New and seasoned employees alike appreciate their use of Apple technology at bol.com. In his seventh year at the company, Software Engineer, Jeroen van Kleef, said the Mac offers substantial advantages over a Windows computer. Citing the device speed and efficient operating system, Van Kleef also called out the overall device stability as a must in the workplace. He recalled a colleague recently who spent half the day with a malfunctioning Windows computer. “He was sitting there staring at a blue screen, which isn’t a good use of time or company money,” Van Kleef said, noting a similar scenario rarely, if ever, happens with a Mac.

Additionally, he noted, “If you ever need to change to a new device, you can be productive again very quickly. The personal configuration you need to do is very limited. This saves a lot of time.” van Kleef said that while he personally loves the Apple platform and believes it’s the best device for the enterprise, it’s the efficiencies it creates that are the biggest benefits to employers.

Xhaflaire mirrors these beliefs and said he’ll continue to push the technological boundaries at bol.com to support the company’s growth, innovative spirit and focus on what makes the employees happy and productive. As for all those incoming Mac devices, he looks forward to leveraging the power of Jamf to continually fuel employee creativity and their desire to improve — always.



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