

Case Study



**audience
group**

Evidence Based Advertising Audience Group

As leaders in advanced marketing and advertising technologies you need to know your IT systems will support your team. For Audience Group, an IT Audit has helped secure their systems and move to a business supportive relationship with their IT provider.

The Challenge

Audience Group is a full-service advertising agency that provides cross channel media solutions that drive Australian organisations to top-line business growth. With analytics at the centre of everything they do, they needed to ensure they had safe IT systems, with reliable support in place.

Peter Reardon, Business Operations Manager of Audience Group said, 'We had concerns regarding our existing IT strategy and cyber security. Our previous provider did not have a clear understanding of the business direction and did not deliver adequate communication or response times which was causing frustration.'

The Solution

TechPath's IT audit used a 'whole of business approach' to understand the organisation and what was important to Audience Group. Interviews with staff and the completion of an in-depth questionnaire led to insights into business processes that could be improved.

'They got to know our team and understand what their experience with technology was,' Peter said.

The review exposed weakness in security levels, password management, and outdated backup practices. It helped identify antiquated processes and gave Audience Group a better overall view of how they were using technology.

'We could quickly see where the holes were, and what options were available to fix them.'

The Outcome

Peter was referred to TechPath by a business partner and when asked about his first impressions when he met the team he said, 'Troy, Daniel, and Dan were enthusiastic, prompt, organised, and professional.'

By following recommendations, Audience group now have secure reliable systems and prompt support whenever it is needed. They have implemented a password manager to ensure passwords are secure and centrally managed. MFA has been enabled for enhanced protection on all user accounts, along with Defender for Office 365 for safer email links and attachments. A dedicated third-party cloud backup now protects data, and technical settings for BYOD ensures corporate data can only be accessed from approved personal devices. Finally, aging PCs with outdated software or expired warranty have now been replaced offering greater protection for the business.

'We are feeling a lot more secure now and are very happy with the decision to engage TechPath. It has relieved a lot of pressure from my role.'

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