



Echoworx and Ary Roepcke Mulchaey Case Study

Email Encryption Secures the Nooks for CPA Firm

Certified public accountant firm Ary Roepcke Mulchaey has always been well aware of what it takes to ensure confidentiality when working with sensitive information. As a substantial user of email correspondence, the company had spent a number of years focusing on ensuring that email correspondence and attached files were secured. While the solutions it used worked, it wasn't until a partner received an email encrypted by Echoworx that the company recognized the value of integrating easier-to-use encryption capabilities to enhance its processes even further. By leveraging the Echoworx solution, it was able to build on its existing capabilities, while providing a more comprehensive, user-friendly approach to encrypted email management.

The Challenge

As a CPA firm, Ary Roepcke Mulchaey was engaged in constant email communications with various entities, from legal firms to financial institutions. Since much of the information being shared is confidential, it was essential to ensure that any information going back and forth was properly encrypted, says John Roepcke, Partner.

"A lot of business and personal information is sent that relates to audits and benefit plans, among other financial issues," he says. He estimates that given the nature of the business, up to 20% of emails need encryption.

"We have always had encryption, but the solution we were using led to frustration and difficulties opening emails on the other end. The interface with the client was hard, so in many cases, they didn't want to use it. Sometimes they had to call us up to get the password to open it."

In addition, even though emails marked confidential could be encrypted automatically there were occasions when recipients' firewalls would reject them. Where confidentiality was absolutely critical, the firm resorted to couriers or password protected documents.

About Ary Roepcke Mulchaey

Founded in 1979 in Columbus, Ohio, Ary Roepcke Mulchaey Certified Public Accountants & Advisors is an established provider of accounting, taxation and business advisory services. It is the exclusive central Ohio member of BRK International. Today it has 15 professionals servicing corporate and individual clients in Ohio, Texas, New York, New Jersey and Indianapolis.

www.armcpa.com

The Solution

In 2009, a partner received an encrypted email from a client who was using the Echoworx Encrypted Email. "The partner was very impressed by how easy it was and suggested we should look into it," Roepcke says.

Since the contract with the existing encryption supplier was up for renewal, the partners decided to have their IT department team work with an outside consultant to look at alternatives, he adds. "We explored several options including Echoworx and reviewed the pluses and minuses of each. We also called the Echoworx client we were working with to get their thoughts."

He says Echoworx Encrypted Mail was chosen for its ease of use, which was an especially important factor in getting staff members on board. "If it's easy, then your own people will use it and your clients won't fight you."

Echoworx Encrypted Mail is a licensed software solution that provides the ability for organizations to enforce email encryption at the desktop or BlackBerry, completely eliminating the possibility of confidential information being read by anyone other than the intended recipients. Encryption can be based on preconfigured policies, making it easy for users to digitally sign, encrypt and decrypt messages using the most commonly used email clients.

After composing an email, users can simply click on a "secure" icon to encrypt the message before sending. To decrypt the message, the recipient double clicks on it and enters their security ID. Alternatively, they can pick up their encrypted messages from a secure Web portal.

Ary Roepcke Mulchaey has purchased 15 Encrypted Mail licenses for installation at the desktop level. "We have built in some rules that forces people to encrypt emails when they need to be," Roepcke explains. "The icon-driven approach makes it all very easy."

Results

Roepcke says that not only does everyone appreciate the simplicity of using Encrypted Mail, they no longer have the problems they did in the past. "The old program sent out semi-executable files that would get blocked. That no longer happens. Also, everyone here is happy to use it now, and customers are able to receive encrypted emails without a problem. More importantly, most of those customers are feeling better information is being sent their way, so the confidence level is certainly increasing."

He adds that the company is very interested in exploring further automation features. "With legislation changing and all the red flag rules, more outgoing emails will have to be encrypted. It's hard for personnel to keep up sometimes. We have to lock more doors than we used to, and that's where automation can help."

About Echoworx

Echoworx Corporation is the leading provider of managed encryption services for complete enterprise email and data protection. The company is an encryption service provider of choice for Symantec, AT&T, Verizon, BT and Aptix among other global enterprises. Echoworx provides a SaaS (software as a service model); it is built on best-of-breed technology and reduces encryption complexity for the end user. With Echoworx, organizations can protect their email and data without changing their day to day workflow and can easily send encrypted documents and digitally signed email messages to anyone in their address book. For more information: www.echoworx.com