



## Match.com: Cross-Platform Client Management Made Easy

Match.com pioneered online personals when it launched on the Web in 1995. Today, the company is at the forefront of a cultural shift that has fundamentally changed the way people connect, communicate and find love. Match.com operates leading online dating sites with more than 15 million subscribers, in 35 countries, in 15 languages, spanning six continents. Match.com is headquartered in the United States with offices in Europe and Asia.

### Easy Customization and True Cross-Platform Support

Randy Baxter, a Systems Engineer at Match.com's headquarters, was tasked with finding a reliable cross-platform client management solution for all of Match.com's Mac and Windows workstations. On his recommendation, the Match.com staff evaluated multiple solutions including the Altiris, Absolute, and Sassafras K2 client management suites. Ultimately, Match.com decided that Absolute® Manage (formerly LANrev) was the best choice for their computing environment. The main difference that drew Match.com to Absolute Manage was its extensive customization capabilities along with its ease of use. Another important criteria was feature parity on both the Mac and Windows OS platforms. Most of the other solutions were skewed toward one side or the other or just didn't have the features that the Match.com IT staff needed. They felt that Absolute Manage was the most balanced product with the highest level of feature parity. In addition to this, Absolute Manage impressed them with a unique extended feature set that competing products didn't offer. Features such as software purchase tracking and TheftTrack computer tracking allowed more effective license management and provided a level of theft protection.

It was also critical that the chosen solution support cross-platform software distribution. The IT staff had just standardized corporate systems on new baseline OS images. It was Absolute Manage's job to automatically load the assigned software packages silently and without user intervention. The IT staff now maintains a single disk image per PC model, and lets Absolute Manage take care of the specific software delivery. The end result is more consistent system builds with fewer problems. Absolute Manage is now deployed to all Match.com workstations around the globe.

### Flexible License Management

Match.com depends heavily on Absolute Manage's license monitoring to stay in compliance with their software licensing agreements. The Match.com IT staff uses Absolute Manage's license tracking data to monitor application usage, ensure license compliance, and plan for future software purchases. They were impressed with the multiple ways a licensing specification could be configured to detect applications. This flexibility was important to Match.com as they integrated Absolute Manage into their computing environment. Absolute Manage proved to be much more versatile and flexible than the Match.com IT staff had expected.



*“Absolute Manage has a lot of bells and whistles, more so than a lot of the competing products that have been around a lot longer. Absolute Manage is way ahead of its time. It is a complete and well put together product.”*

Randy Baxter  
Systems Engineer  
Match.com

### Absolute Manage Also Used by Other Departments

Now, more than just the desktop support technicians use Absolute Manage. Managers, purchasing agents, and the security department all use Absolute Manage to generate reports on both inventory and licensing. Match.com was pleased with the unparalleled inventory capabilities and the userdefinable custom information items. Using Absolute Manage’s role-based administration, combined with granular access permissions, it was an easy task to grant different departments appropriate levels of access.

Overall the Match.com IT team was and remains highly impressed with the Absolute Manage client management suite. They are equally impressed with the excellent and timely support they received from Absolute Manage Engineering and Support, both during the evaluation phase and post purchase.

### About Absolute Software

Absolute Software is the leader in computer theft recovery, data protection and secure IT asset management. Absolute provides organizations with the ability to accurately and securely track their computing assets, manage leased computers, ensure software license and regulatory compliance, deter computer loss, protect data and recover stolen computers. For more information about Absolute Software and its Computrace suite, visit: [www.absolute.com](http://www.absolute.com)