



# SHARKNINJA CASE STUDY

## SUMMARY

Wanting to ensure optimized performance of Active Directory (AD) and DNS, SharkNinja, the maker of class-leading Shark® vacuums and the innovative line of Ninja® kitchen appliances, turned to Daymark for an expert and independent assessment of its environment to recommend best practices and identify potential security or configuration gaps.

## CUSTOMER OVERVIEW

SharkNinja is a pioneer in small household appliances and cleaning solutions. From cutting-edge, market-leading vacuums to high-quality at-home coffee systems, SharkNinja has rapidly carved out significant market share in the housewares industry, becoming one of the leading companies in this sector worldwide.

## ASSESSING THE ENVIRONMENT

SharkNinja's growing global business needed to maintain agility while still preserving security and performance. Ensuring that AD/DNS are free of any potential security risks but also configured in a way to support the growing business and its performance requirements were critical.

## CLIENT CHALLENGES

SharkNinja faced several challenges with their Active Directory and DNS Environment:

- **Rapid growth** – SharkNinja had expanded quickly and now operates multiple offices across the US and internationally. Ensuring that AD/DNS security, design, and functionality were up to par while managing other IT functions was difficult.
- **Site Setup** – Because of multiple new offices with new users, SharkNinja wanted to ensure that the

## KEY BENEFITS

- Optimized performance and configuration of AD/DNS
- Eliminated potential security risks from AD/DNS
- Ensured reliable replication between sites
- Provided a phased remediation plan
- Improved AD/DNS security and functionality
- Gained granular visibility into health of overall environment



configuration of those sites within AD/DNS were architected for performance both in replication of sites and day-to-day use.

- **External Confirmation** – The internal team at SharkNinja had done an excellent job implementing many security changes and best practices, but needed expert, 3rd party validation to be sure they had not missed anything.



## THE SOLUTION

Daymark consultants conducted a Daymark Gradient™ Assessment of their AD/DNS environment. The assessment leverages leading tools, customized scripts, and targeted questions to provide a comprehensive report on the overall health of a customer's environment. Using over 40 different metrics, Daymark collected and analyzed the relevant information, condensing it down to a meaningful and visual report that "graded" the SharkNinja environment. The report was then used to make improvements for optimal performance.

In addition to the grading of the environment, the assessment provided SharkNinja with short, intermediate, and long-term recommendations based on our findings. Short-term recommendations could be completed in less than 30 days and ranged from very high priority security flaws requiring attention, to simple settings changes

that could be implemented quickly. Intermediate-term recommendations fell between 30 and 90 days out, meaning the tasks or remediation required more planning or a significant change in policy. Long-term recommendations were out past 90 days and included things like design changes or required purchases.

Daymark was able to complete the assessment and deliver this detailed report to the SharkNinja team in two weeks, providing them with an actionable plan for remediation and design changes moving forward. Furthermore, it established a baseline for SharkNinja to monitor progress as future changes are made.

## CLIENT TESTIMONY

When asked how the project had benefited them, SharkNinja said:

“The Daymark Gradient assessment improved the performance, security, and functionality of our AD/DNS environment. Daymark consultants were great. They asked the right questions to gather information and provided a detailed report of changes we needed to implement.”

## THE DAYMARK DIFFERENCE

We take the complexity out of your IT infrastructure. Daymark architects and implements data center infrastructure, data protection, virtualization, managed services and cloud services for businesses throughout New England. We provide deep technical knowledge, extensive experience and proven methodologies that help our clients make strategic decisions, streamline the acquisition process and successfully implement cost-effective data management infrastructure solutions.

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