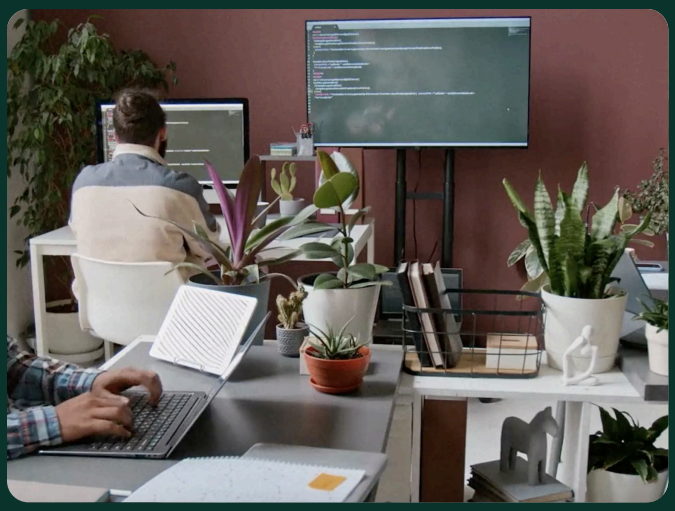
Customer Story

Maximizing ROI with Speed, Security, and Flexibility: The TaskUs Transformation



TaskUs

Industry
Business Services

Solutions
3rd Party Contractors, SaaS and Web Apps, Privileged Access Management

Meet TaskUs

While TaskUs is not exactly a household name, “We like to say we're your favorite brands' favorite brand,” says Eric Lowe, Director of InfoSec Risk Management at TaskUs. “We're behind the scenes helping to power a lot of the brands that everyone knows.”

The business process outsourcing (BPO) company operates behind the scenes for major companies in Gen AI, autonomous vehicles, on-demand economy, social media, fintech, and healthtech. As third-party contractors, TaskUs employees get privileged access to their clients' back-office systems and sensitive data to provide services. The company’s tens of thousands of employees work across 300 highly segmented business units in locations around the globe.

The Challenge

TaskUs had two primary needs. First was cost containment, since the name of the game in offshoring is cost efficiency for their customers. Even more urgently, they needed the ability to rapidly spin up delivery centers to support their customers in solving the new and complex challenges that AI can bring. Both, unfortunately, were challenging to solve within the constraints of their current architecture.

TaskUs found itself locked into expensive, inflexible infrastructure requirements. Every new delivery center required redundant firewalls costing $60K-$150K each, and the company's existing infrastructure also carried crippling expenses. As their user base grew, they faced hundreds of thousands of dollars in firewall upgrades just to handle basic capabilities like web filtering. The firewalls had to decrypt and re-encrypt all traffic for inspection, which was compute-intensive and limited their agility. As a result, when they needed to quickly spin up temporary locations for high-value projects — in timeframes as short as a weekend — the combination of long lag time for firewall appliances and high capital costs made it nearly impossible.

User onboarding and deployment presented another major pain point. With TaskUs creating a completely custom setup based on its customers' tools and security requirements, TaskUs technical staff spent hours in user acceptance testing cycles for each new and unique project. The org's traditional control enforcement methods, installed security applications, and infrastructure firewalls, created slow feedback loops where problems had to be reported, fixed, and tested in rigid repetition.

The security team also lacked centralized insight into and control over their distributed workforce, which largely worked in the Chrome browser. As third-party contractors accessing customers' data, TaskUs needed to guarantee they were accessing these sensitive back-office systems securely. But traditional browsers simply could not provide granular visibility into what their 65,000 employees were doing. "The black box of the traditional browser was not giving us the visibility and control that we needed and not protecting the user data to the level our infosec standards required," says Eric Lowe, TaskUs's Director of InfoSec Risk Management.

> ***"We immediately replaced our data loss prevention endpoint tool and our digital experience monitoring tool, each of which had price tags in the hundreds of thousands of dollars, because those capabilities are built right into the Island browser."***
>
> **Eric Lowe,** Director of InfoSec, TaskUs Risk Management

Because each new client brought different security protocols and requirements, TaskUs was forced to constantly adapt their infrastructure and processes. Then came the turning point. About two and a half years ago, a bank approached TaskUs about potential services. TaskUs had worked with many financial services customers, and Lowe knew they would have their work cut out for them in building to the often burdensome security standards financial companies often required.

Instead, the bank offered a surprisingly simple solution. "This bank said, 'Oh, just download this Island browser, it's all you have to do,'" Eric explained – a straightforward proposal that felt almost shocking after years of complex security arrangements. "That was my light bulb moment to look at Island browser as a product and at the enterprise browser as a new concept."
The enterprise browser was a perfect fit with TaskUs' core ethos of deploying technology that works with people, not around them — driving efficiency and delivering elevated services with greater effectiveness, vigilance, and humanity.

The Solution

"I didn't know a browser could do that."

Adopting Island immediately eliminated some of TaskUs's dependence on expensive firewall infrastructure by shifting security workloads directly into the browser. The company created a "hub and spoke site" model where satellite BPO delivery centers could operate without firewalls on premise — avoiding hundreds of thousands in capital expense costs.

"With Island, we're able to literally set up shop in a hotel room, in a ballroom, in co-working space, and deliver all the same security benefits as if you were behind one of our firewalls in one of our offices," Lowe says. "It's just that much faster, that much more flexible."

TaskUs successfully deployed Island across 35,000 (on their way to 65k) employees spanning 300 highly segmented business units – an initiative that Eric Lowe says he thought would be "kind of like world ending, completely consuming my entire life." Instead, a small team of engineers accomplished the rollout seamlessly, delivering "like-for-like controls, plus new controls that we never had before" to each unique business unit. The deployment went off without a hitch, with zero downtime or service interruption. The efficiency gains were immediate: Island's near-instant feedback loop replaced the hours-long user acceptance testing cycles of their previous systems.

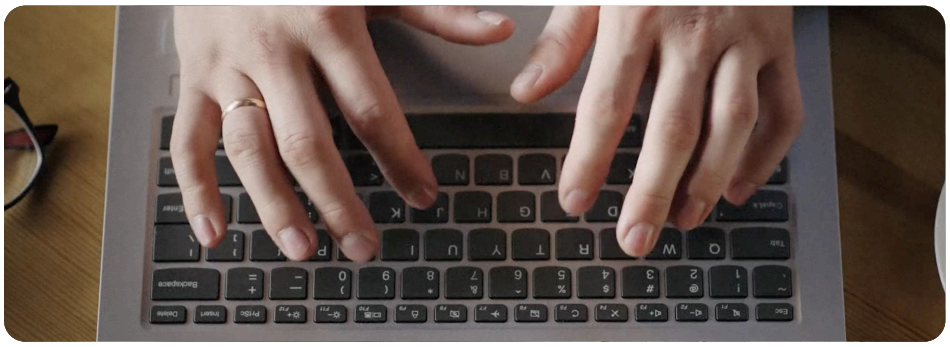
The browser also addressed many of TaskUs's security concerns like protecting against MFA bypass attacks and session token theft that had been on the rise because "session tokens and cookies are vulnerable in consumer browsers." With Island deployed everywhere, TaskUs gained capabilities they had previously expected to purchase through separate DLP, digital experience monitoring, and CASB solutions — all delivered in a single, centralized browser-based platform.

The company quickly realized that the Island browser offers significant value in many other areas beyond security. “Every challenge that leadership would bringing to us — we need to start controlling generative AI, or we need to do better at insider risk management – Island seemed to have already solved the problem,” Lowe says.

For example, he continues, “When they wanted to start regulating AI use, they asked, ‘Well, what AIs are people even using?’ In Island, I had one panel that showed every AI tool that employees had accessed. Island gives me unmatched visibility to get data and information that our leaders need to make business decisions.

“The number one comment I get from my leadership is, ‘I didn't know a browser could do that!’”

> ***“We used to spend hours upon hours on new user acceptance testing. With Island, I can onboard a new customer into Island in a fraction of that time because it's just very simple and straightforward and intuitive.”***
>
> **Eric Lowe,** Director of InfoSec, TaskUs Risk Management



Conclusion

Using Island to say “yes” to AI opportunities

Lowe says that, now, each new business challenge that arises for TaskUs prompts the question: "How could Island help me with this?"

The company has adopted a consistent methodology for tackling emerging requirements: first gaining visibility into user behavior, then making informed business decisions and policies based on that data, and finally enforcing controls and governance through Island's platform. "Time and time again we've been able to follow that same model," he explains. This approach has already saved TaskUs from making planned investments in CASB tools and other security solutions, because, he says, "We’re getting everything that we need out of the visibility and control of users accessing those tools through the enterprise browser."

The flexibility Island provides has fundamentally changed how TaskUs approaches new business opportunities. Previously, the company faced serious challenges when trying to build a new product, launch a new service line, or enter a new market: their own security policies, while necessary for compliance, were "limiting in lots of ways." Now, with Island, Lowe says, “We have infinitely more flexible, fast-to-deploy options that let us meet all those same security control objectives with fewer trade-offs."

Eric's internal SOC team has integrated Island's insights into their daily workflow, reviewing them "alongside their SOC alerts — that's become just as important in their day." Just another demonstration of how Island evolved from a deployment project into a foundational platform that enables TaskUs to say "yes" to opportunities that their old visibility and infrastructure limitations would have forced them to decline.

> ***"Deploying Island has been totally seamless. No down times, no interruptions. It's gone off without a hitch."***
>
> **Eric Lowe,** Director of InfoSec, TaskUs Risk Management

Results

Millions Of Dollars In Security Costs Eliminated

By ending the need for physical firewalls at TaskUs BPO delivery centers.

Zero Downtime

As well as zero service interruptions during rollout.

100% Of Employee Work Activity Visible

"In high fidelity" through a single platform, integrated into SOC team's daily workflow.

4x Faster

Customer onboarding with Island over previous systems.