

Customer Story

From VDI Complexity to 40% Savings: How yoummday Secured Freelancers

Gained valuable security features

Onboarding new clients now takes 4 hours vs 2 days

Logging in is now 8 times faster

40% savings passed on to clients

⚡ Impact Summary

yoummday, provider of an advanced CX-outsourcing platform that matches organizations with freelance customer-experience professionals, needed hard-to-find security features for those freelancers' laptops. Island offers those security features. It's also cheaper and faster. Now about half of yoummday's new orders choose Island for higher security at lower prices.

yoummday

SaaS platform for matching organizations with freelance customer-experience (CX) professionals.

Industry

BPO

Team

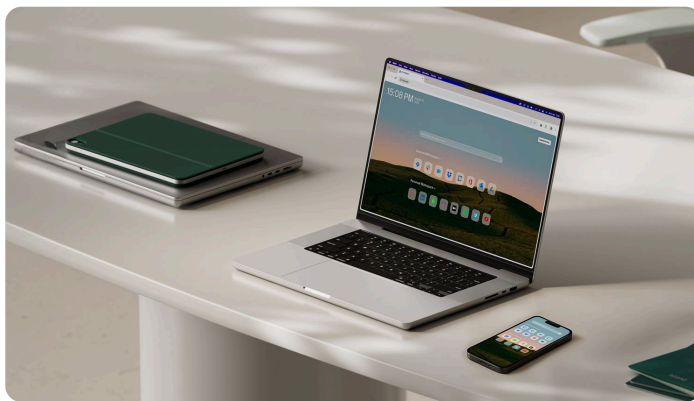
Security

Goal

Secure freelancers, add valuable security capabilities, lower costs

Use Cases

3rd Party Contractors, BYOD Workforce, Data Protection, Compliance, Enterprise Browser



Challenges

- ✓ Enterprise browser
- ✓ Contractor access
- ✓ Endpoint security

The Challenge

Imagine having to secure unmanaged laptops used by literally tens of thousands of freelancers while also offering clients better cybersecurity at a lower price. That may sound impossible. Yet it's exactly what yoummday is doing.

yoummday, the name is short for "you made my day", offers an innovative alternative for customer experience (CX). Its modular platform ecosystem and associated AI tools let clients replace their customer call centers by pairing them with freelance CX professionals who work remotely from all over the world.

It's a growing business. Founded in 2016 in Munich, Germany, yoummday today has over 300 employees, plus a pool of roughly 25,000 registered freelancers, known internally as "talents." Together, they serve clients ranging from startups to publicly traded corporations, in industries that include retail, telecom, utilities, and travel. For the full year 2025, yoummday reported revenue of over €100 million (approximately \$118 million).

But yoummday's growth also created cost and security challenges for its CISO, Boris Bock. Those thousands of freelancers work on yoummday projects using their own laptops. And as Bock says, "bring-your-own-device is a Security nightmare, because everyone can install whatever they want."

So, he set out to secure those freelancer devices while also protecting yoummday's internal applications and data. Originally, their IT did this by providing the freelancers with USB sticks loaded with software that put their laptops in a safe environment. The setup worked well enough, but distributing thousands of sticks was complicated and costly. So about one year ago, they moved the freelancers to a virtual desktop (VDI)

solution. Centrally managed, the VDI is quite secure, but it's also costly. In addition, some of the security features Bock wants, for one, screenshot protection, are simply unavailable.

"The offer of the Island Enterprise Browser shows our clients that yoummday is always innovating to better protect their data."

Boris Bock, CISO, yoummday

The Solution

Bock discovered Island in 2025, and it struck him as a superior solution. Compared with VDI, the Island Enterprise Browser is much faster to ramp up. It offers more security features, including that screenshot protection Bock wanted. And, significantly, Island is less expensive for both yoummday and its clients.

Now, when yoummday presents new clients with the Security building blocks of a CX project, it includes the Island Enterprise Browser as an alternative to VDI. New clients have the choice of either setup, and older clients have the option of switching to Island. Because Island offers more security features than the VDI solution, and at a price that's 40% lower than the VDI option, it's catching on quickly. About half of all new projects brought in since 2026 have opted for Island, Bock says.

"The new offer of the Island Enterprise Browser shows our clients that yoummday is always innovating to better protect their data,".

“Before I found Island, I wasn’t aware that a browser could provide such good security features.”

Boris Bock, CISO, yoummday

Results

Importantly, Island offers many security features that yoummday’s VDI setup can’t provide. Bock says these include granular clipboard controls, sophisticated screen monitoring and protection, keylogger protection, secure password sharing, and risk-based extension management.

Also, compared with yoummday’s VDI solution, Island gets clients up to speed far faster. Ramping a new client project with VDI takes yoummday about two days, Bock says. With Island, the same task gets done by their IT in just four hours now. Island is also cheaper for yoummday to provide, and clients pay about 40% less compared to the VDI option.

Island is also easier for yoummday’s freelancers to use. With the company’s VDI solution, logging in takes a freelance worker about two minutes. Using Island, that’s down to just 10 seconds.

“With Island,” Bock says, “you start the browser, you login, and you’re done.”

“If you have pure browser-based workloads, look into Island. You’ll be surprised by how many good security features they have.”

Boris Bock, CISO, yoummday



Ready to simplify access and eliminate VDI complexity?

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