



THE PUR
COMPANY
INC

CASE STUDY

The Company:

Headquartered in Toronto, Canada, The PUR Company was founded in 2010 with the deceptively straightforward goal of providing simple substitutions for chemical sweeteners without compromising taste or quality. PUR Gum and PUR Mints are available in over 50,000 retailers worldwide

The Challenge:

Like most startups, PUR needed to channel its energies into growing the brand. Thoughts surrounding data security, device management, and collaboration across continents were a distant second to the survival of the business.

The Solution:

As the business grew, so did its needs. With growth came the reality of employee onboarding and retention. Security threats from phishing and other malicious acts began to rear their heads. Employees in separate continents needed more secure, immediate, and reliable collaboration and communication channels. They needed a solution that didn't require onsite maintenance, one that could grow at the pace of their business and offered the collaboration, mobility, and security capabilities that employees required—out of the box. PUR found the answer to all these needs in Microsoft 365, a comprehensive solution that includes Office 365, Enterprise Mobility + Security, and Windows 10.

“**From a quality of life standpoint, and from the the business-minded viewpoint of employee retention rates, we know our employees feel like they're more part of the team now, like they're family,**

**- Cerys Cook
VP of People and Culture- PUR**

”