

Case Study - Conde Nast

Customer Profile

As publisher of some of the world's most glamorous magazine titles, the Internet is an essential tool and revenue source for Condé Nast Publications (CNP). Editors, advertising executives and journalists rely on the Web to research content, arrange interviews and exchange information. The Internet is also crucial for the company's online publishing arm and its extensive portfolio of Web titles.

The increased security threat from Internet-based viruses and spyware posed a serious risk to CNP's business. With staff constantly researching a variety of subjects as well as receiving and downloading files, such as images from online picture galleries, it was easy for spyware and malware to find its way onto machines. The clandestine nature of spyware meant that it was often not detected until a machine became so heavily infected that the only solution was to disconnect it from the network and re-image it, a time consuming process. Furthermore, there was no guarantee it would not be re-infected.

The Challenge

It was clear that this was not a viable long-term solution and action needed to be taken to deal with the problem. CNP had tried a solution recommended by one of its suppliers, but found the burden of managing it in-house added too much pressure on its small IT team. Furthermore, staff complained that the Internet was extremely slow when the solution was implemented. They decided to outsource Web security management to ScanSafe. CNP had been using a managed email scanning service for several years and was confident of the capabilities of managed services providers.

"The success of the email virus scanning and spam filtering solutions made us very receptive to outsourcing Web scanning too," said Lauraine Turner, IT director, Condé Nast Publications. "The Internet is so crucial to our business that we couldn't afford to delay in finding a solution. With 650 machines connected to the network, ScanSafe's managed Web Scanning service was a cost-effective and easily deployable choice."

ScanSafe Solution

ScanSafe's solution was particularly attractive to CNP because it blocks Web threats at the Internet-level before they enter the network. It also identified inbound and outbound threats. This allowed the company to isolate and rectify machines that were harnessing residual spyware, secure in the knowledge that machines would not get re-infected. CNP did, however, have reservations that having all traffic routed to ScanSafe might slow its network down.

To ensure that the ScanSafe service didn't affect the speed of CNP's systems, the online development team conducted a vigorous 30 day testing period. At the end of the period the team were 100 percent satisfied that there was no performance hit on Web surfing.

"When our testing team trialed a box solution the network ground to a halt," commented Turner. "We've had no such problems with ScanSafe. In the first six months of using the ScanSafe service, we've noted a dramatic reduction in the number of malware threats reported and have made significant financial and productivity savings."

"Any company with a high-profile media presence, like Condé Nast Publications, is at particular risk from Web threats, such as spyware," said Roy Tuvey, president, ScanSafe. "As this threat worsens, businesses need to find a scalable solution to manage the threat. A managed service like ScanSafe can be the best option as we have dedicated teams to track and monitor the virus threat, as well as using dynamic, heuristics-based technology to stop threats as they emerge."

About ScanSafe

ScanSafe is the largest global provider of Web Security-as-a-Service, ensuring a safe and productive Internet environment for businesses. ScanSafe solutions keep viruses and spyware off corporate networks and allow businesses to control and secure the use of the Web and instant messaging. As a fully managed service, ScanSafe's solutions require no hardware, upfront capital costs or maintenance and provide unparalleled real-time threat protection. Powered by its proactive, multilayered Outbreak Intelligence™ threat detection technology, ScanSafe scans more than 7 billion Web requests and blocks 12 million threats each month for customers in over 30 countries.

With offices in London and San Mateo, California, ScanSafe is privately owned and financed by Benchmark Capital and Scale Venture Partners. The company received a 2007 CODiE award for Best Software as a Service Solution, the Info Security Global Product Excellence Award for Best Managed Security Service and was named one of Red Herring's Top 100 Technology companies. For more information, visit www.scansafe.com.

Conde Nast



Condé Nast is home to many of the world's celebrated magazines and websites, is committed to journalistic integrity, influential reporting and superior design. Each of their magazines features renowned editors, writers and photographers.

Industry

Publishing

Employees

650

Solution

Web Malware Scanning

Results

- Complete, multi-layered protection from Web-based malware
- Easy, rapid deployment
- No hardware, no software and no upfront capital costs
- No maintenance
- Increased productivity and reduced burden on IT staff
- 'Zero' latency

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