

## Paul Smith

### Customer Profile

Paul Smith is arguably one of the most well-known names in the British fashion industry today. This internationally-recognized brand and design emporium has come along way from its humble beginnings in Nottingham, England when Paul opened his first small shop in 1970.

Within 20 years of his introduction to fashion, Paul Smith had established himself as a pre-eminent British designer, sparking off trends, not only in the fashion industry, but also in the wider context of popular culture.

Today, Paul Smith boasts 12 individual collections which are designed in Nottingham and London, wholesaled to 35 different countries and sold in 17 shops throughout England.

Fast-growing global businesses such as Paul Smith face many challenges including taking advantage of the latest Web-based communications tools without compromising the security of their corporate network.

The Internet and Web-based applications are used extensively by various departments throughout the company for business-critical tasks including new product design, research, production, EDI processing, distribution and administration.

To protect its network from the growing number of increasingly sophisticated Web threats, Paul Smith needed a solution that provided real-time protection from the latest threats and unwanted content, could be easily and rapidly deployed and would eliminate the burden of Web security for IT staff. After reviewing available solutions, Paul Smith opted for a managed service solution and turned to ScanSafe, the leading provider of managed Web security, to provide a number of Web security services that would offer cost effectiveness, scalability and peace of mind.

### Business Challenge

There are some industries in which trends change almost on a daily basis - the fashion and IT security sectors have this in common. Like the latest fashion trends, malware is constantly evolving. Mass virus attacks delivered by email are becoming less frequent. Advances in email security have forced a shift towards more stealthy Web-based attacks.

As increasing numbers of Paul Smith's suppliers moved to Web applications, protecting the integrity of its corporate network from the increasing number of Web-based malware, became an important priority for Paul Smith's IT department.

Managing employee Web usage patterns, monitoring bandwidth utilization and compiling detailed reports about Internet usage were often time consuming and complex tasks for the team, who not only have responsibility for IT security, but also other areas such as the day-to-day operational management of U.K. and global IT networks, procurement and development implementation.

Paul Smith also required a service that would enable non-IT specialists within the company to pull together detailed reports on Web usage and highlight areas that might lead to potential security risks.

### The ScanSafe Solution

Beginning in August 2005, ScanSafe has provided Paul Smith with its Web Virus Scanning, Web Filtering and Spyware Screening services.

ScanSafe Web Virus Scanning provides Paul Smith with protection from Web-borne viruses and is powered by ScanSafe's patented heuristics technology - Outbreak Intelligence™. It removes harmful viruses before they reach the network, and identifies and blocks zero-hour threats—threats that appear before an anti-virus signature is available.

## Paul Smith



Paul Smith boasts 12 individual collections which are designed in Nottingham and London, wholesaled to 35 different countries and sold in 17 shops throughout England. Paul Smith shops are found in London, Nottingham, Paris, Milan, New York, Hong Kong, Singapore, Taiwan, the Philippines, Korea, Kuwait, U.A.E. – and over 200 throughout Japan.

### Industry

Fashion

### Employees

550

### Solution

Web Malware Scanning and Web Filtering

### Results

- 283 Web-based viruses blocked in one year
- Average of 20,000 spyware and adware programs blocked each month.
- Average of 10,000 unwanted URLs blocked each month
- 'Zero' latency
- 24 x 7 real-time threat scanning
- Increased productivity and reduction in bandwidth consumption
- Centralized administration, management and reporting

## The ScanSafe Solution

ScanSafe Web Filtering provides control over how Paul Smith's employees use the Internet. It provides easy-to-use tools to create, enforce and monitor company Web usage policies. Using the most accurate categorization databases, Web Filtering helps manage the firm's Internet traffic, protecting the network and staff from undesirable Web content.

Finally, ScanSafe's Web Malware Scanning delivers protection against threats that use stealth or deception. This service also helps identify machines which are already infected with spyware.

## The Results

Over the past year ScanSafe's proprietary heuristics technology prevented more than 283 Web-based viruses from entering the corporate network, while spyware and adware blocks average 20,000 each month. ScanSafe Web Filtering blocks average approximately 10,000 each month, affording Paul Smith employees a safe and productive Internet environment

"Since using ScanSafe to manage our Web security, we haven't had a single attack from malware code or Web security threat to our IT network," said Lee Bingham, IT manager, Paul Smith. "We get full protection from malware and unwanted content with zero latency. It's very reassuring to know that our network is being monitored 24/7 by a dedicated team of security specialists, allowing us to focus our IT resources on other projects."

"With Paul Smith's legacy system, generating IT security reports, setting permissions and other general IT administrative functions were time consuming tasks carried out by IT specialists on an individual requirement basis," said Bingham.

He added that prior to deploying ScanSafe's user-friendly solution, the IT team had to data mine a raw SQL database if staff needed any meaningful or detailed reporting information.

"There's no doubt that ScanSafe's services allow over-stretched IT departments to save valuable time and resources by allowing non-IT specialists to carry out reporting duties. Within Paul Smith, this overhead has now been totally removed, and what used to take a couple of hours for IT staff, now takes minutes for departmental managers or HR staff to complete and allows IT staff to focus."

ScanSafe's easy-to-use reporting and administration portal, ScanCenter, allows Paul Smith to generate various reports ranging from general departmental usage trends through to more detailed individual reports that may be required to clarify an IT security issue.

"Perhaps one of the most effective features of ScanSafe's service is the way it immediately updates its Web classification database with new and existing websites that may pose a security risk should our employees visit them. Because it's essential for our staff to have Internet access, we rely on ScanSafe to constantly monitor and update potential Web-based threats so that unsuspecting employees don't put our entire corporate network at risk," said Bingham.

## 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](http://www.scansafe.com).

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