

Customer Profile

Global Pharmaceutical Leader

Enhancing customer confidence with a strategic approach to data protection

Acceleration

“RSA SecurID® authentication tokens can be used to access the Internet, the Intranet and company servers, while ensuring that information provided is secure. This reassures our customers that their health record data is being handled responsibly and accelerates our productivity as employees can access the systems and information they need no matter where they are.”

IT Manager

AT A GLANCE

Business challenge

- Comply with industry requirements and customer expectations that sensitive data, from new drug trial details to patient treatment records, be protected
- Enable mobile and office-based employees to access mission-critical company systems from anywhere

Solution

- Each employee accesses company systems safely with RSA SecurID two-factor authentication
- RSA® Authentication Manager handles access rights of 1,500 employees

Results

- Company incorporates RSA security technology as a crucial component of its strategic approach to ensuring compliance with industry and governmental data protection regulations
- Customer confidence and employee productivity both enhanced, creating competitive edge

Operating in 180 countries worldwide, this company is dedicated to changing millions of lives for the better through providing access to safe, effective and affordable medicines and related health care services. In 2007, it earned over \$45 billion in revenues and invested over \$8 billion in research and development.

BUSINESS CHALLENGE



As one of the world's leading pharmaceutical companies, this organization is committed to developing innovative medications and healthcare services for people in 180 countries across the world.



Many of its business-critical systems and applications are hosted in one location in the US. Employees in both sales and scientific roles around the globe access these tools daily through a virtual environment. The programs they use contain a variety of highly sensitive information, from details of new drugs in development, information on patients using existing medications, and corporate data relating to the company



itself. They are accessed both from the company's offices and on-the-move, by salespeople out visiting physicians. It is therefore essential that reliable security features are in place to prevent any of this information falling into the wrong hands.

The IT manager in Brazil wanted to minimize end-user frustration with security processes, and find a cost-effective solution that would save staff from keeping their passwords in easily visible places, like laptop computers, or Post-it notes. At the same time he and his team needed to bolster their password management for increased security and compliance and to reassure customers that their patients' data was safe.



The Security Division of EMC



SOLUTION

At a corporate level, the organization conducted an assessment of the relative risks, end-user convenience and costs of various security solutions. It determined that the most reliable option was to use a two-factor authentication system based on something individual users know (such as a password) and something they have (such as an authenticator). It chose an RSA SecurID token-based solution to guarantee that all its data would remain secure and confidential. The team was impressed by the fact that, unlike other solutions on the market, RSA SecurID authentication offers a time-synchronous solution that automatically changes the user's password every 60 seconds.

Following the best practices established around the use of RSA technology by the company's headquarters, remote site users immediately adopted RSA SecurID as an integral part of its user authentication strategy. Having witnessed four years of successful use of the solution by their US counterparts, the team in Brazil was keen to experience the benefits for itself.

RESULTS

Today, the technical and sales teams, as well as the 100 scientists, feel that their information is more secure, while IT management is confident that its security arrangements are compliant with data protection laws.

The team in Brazil has found that interoperability is one of the main advantages of using RSA SecurID tokens. The IT manager commented that they can be used to access the Internet, the Intranet over a VPN and company servers in front of the client, while ensuring that information provided is secure. This reassures customers that their health record data is being handled responsibly and accelerates its own productivity as employees can access the systems and information they need no matter where they are. This puts the company in a strong competitive position.

Having experienced the benefits of RSA security technology, the Brazilian arm of the organization is currently further developing its solution by transferring physical tokens to software systems. From January 2009 staff have been able to use the RSA SecurID software token installed on smart phones, meaning that laptops and tokens will no longer be required and minimizing the points of vulnerability to unauthorized access. The token software costs 50% less than the physical token so the company is directing investment towards distributing the system to all 1,800 staff in Brazil.



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IT Manager



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