



Waggener Edstrom Worldwide

Global public relations firm secures its services with RSA SecurID® for Windows® user authentication

Acceleration

Waggener Edstrom implemented RSA SecurID® two-factor authentication to allow their mobile work staff secure remote access to corporate resources. And with staff on call for clients nearly 24x7, regardless of where they are located in the world, they must have the ability to securely share information and ideas in order to build trust with clients. By implementing RSA SecurID, Waggener Edstrom has been able to accelerate their business by increasing customer satisfaction and loyalty through the value of secure remote access.

Securely Sharing Innovative Ideas

Waggener Edstrom Worldwide has helped many of the world's leading brands—including GE Healthcare, MasterCard International, Microsoft Corporation and T-Mobile USA—give life to great ideas and compelling visions. This global public relations firm has won the trust of these clients by understanding their business, thinking strategically, delivering results that map directly to their business challenges and offering a broad range of talent, knowledge and experience. The agency applies its Innovation CommunicationsSM methodology to spur the adoption of new ideas and products.

As one of the largest public relations firms in the world, Waggener Edstrom Worldwide offers an impressive global team of seasoned agency experts. This worldwide capability ensures that clients enjoy a wealth of specialized expertise, consistent day-to-day service, program scalability and seamless execution.

Delivering these services securely in the fast-paced world of media relations is no easy feat. Account personnel are called upon by clients on a 24x7 basis in virtually every setting, including while they are at home, at a tradeshow or on a media tour. The ability to securely share innovative ideas in these settings is critical to servicing and building trust with the client. Waggener Edstrom Worldwide needed to enhance its password-based infrastructure to protect its network from intrusion while allowing employee access from virtually any computer, anywhere in the world.

In late 2004, Waggener Edstrom Worldwide evaluated authentication technologies so it could allow employees to securely access the enterprise network while protecting the network from security threats. John DeBarro, Vice President of Technology Services, said, "We had to address a business problem: how to securely support the mobility requirements of our users. We have a creative environment where employees regularly share ideas and concepts, and we need to encourage the free flow of information. But we also need to prevent malicious external users from stealing passwords and getting on our network."

Evaluating Security Technology

Waggener Edstrom Worldwide considered authentication tokens, smart cards and biometric devices before selecting RSA SecurID® two-factor authentication. "RSA offered a proven solution that provided the portability we needed," DeBarro said. "One of the challenges we face is that we have a highly mobile workforce that often needs to jump on public kiosks or PCs anywhere in the world, and given the growing threat of spyware we want to ensure that people requesting access to our network are indeed who they say they are. Users carry a small RSA SecurID token, and unlike smart cards or biometric devices, there is no need for specialty card readers or input devices."

By replacing vulnerable passwords with two-factor authentication, RSA makes it possible for customers to positively identify users before granting them access to valuable corporate resources accessed through Microsoft® Windows® desktops and networks—while simultaneously delivering a simplified and consistent user logon experience.

With Microsoft as one of the agency's major clients, Waggener Edstrom Worldwide has built a Windows-based



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enterprise network. RSA SecurID® for Windows® software helps provide greater security than weak, static passwords. By combining something the user knows (i.e., a secret PIN) with something the user possesses (i.e., a unique RSA SecurID token that generates a one-time password every 60 seconds), Waggener Edstrom Worldwide gained an effective way to secure remote user access to valuable company resources.

Rapid Deployment

As a leading global public relations firm, Waggener Edstrom Worldwide realized the need to sell its employees on the value of security and the convenience of carrying a token to gain remote access to the enterprise network. Waggener Edstrom Worldwide's Technology Services team developed posters that were distributed throughout the company that showed employees in real-world settings benefiting from secure, two-factor authentication. "Success out of the gate is essential to the adoption of any technology," DeBarro explained. "The poster campaign garnered immediate attention and created a buzz in all offices about RSA. Employees showcased on the posters were already familiar with the technology, and they were immediate advocates for helping others understand the ease of use and security benefits of the RSA SecurID solution."

Internal testing of the solution was extensive. Rich Lundy, Manager of Engineering, said, "We wanted to offer an easy and consistent authentication experience for our employees, so we carefully tested the RSA SecurID solution in the lab and through pilot programs. We then rolled it out to 600 employees with some basic training on how to use the RSA SecurID token to gain remote access." The rollout exceeded expectation with a high immediate adoption rate and few calls or e-mails to the help desk. With little training, Waggener Edstrom Worldwide was able to quickly deploy this two-factor authentication solution to employees worldwide.

Waggener Edstrom Worldwide relies on multiple remote access technologies, including virtual private networks, Microsoft Terminal Services and Microsoft Outlook® Web Access (OWA). During the original product evaluation, Waggener Edstrom Worldwide determined that RSA was the most reputable vendor in the industry that could offer support for two-factor authentication for these technologies from any computer in the world.

Users are authenticated by RSA® Authentication Manager, which runs 24x7 in Portland, Oregon and is replicated in London. Employees have an RSA SecurID token that allows them to securely authenticate to the enterprise network from home or from the road without the use of a Windows

password, which could be compromised by a keystroke capture tool, virus or Trojan horse.

Waggener Edstrom Worldwide uses enterprise mobility services from iPass™, a partner of RSA. iPass offers a single application interface to connect to the Internet via dial-up, ISDN, wired or wireless mediums with a footprint of over 40,000 access points. The integration of RSA Authentication Manager with the iPass software infrastructure allows Waggener Edstrom Worldwide to simplify remote access from anywhere in the world while protecting access to the enterprise network.

DeBarro said, "Through lab testing, a robust pilot program and brief training for all Waggener Edstrom Worldwide employees on remote access using their RSA SecurID tokens, we were able to easily communicate the value of enterprise security and make everyone comfortable using a token to gain secure remote enterprise access."

For more information on RSA, The Security Division of EMC, and its products and solutions, please visit www.rsa.com.

About Waggener Edstrom

Waggener Edstrom Worldwide provides public relations services using its Innovation Communications methodology optimized for global organizations impacted by innovation and change. The agency's approach facilitates the acceptance of new ideas and helps clients tell the stories that alter the way people think, act and buy around the world. Founded in 1983, the agency has nearly 600 employees with U.S. headquarters in Seattle, European headquarters in London and Asian headquarters in Hong Kong. Waggener Edstrom Worldwide partners with pioneering and creative clients, including Affymetrix, Advanced Micro Devices (AMD), MasterCard International, Microsoft and T Mobile USA. More information can be found at www.WaggenerEdstrom.com.



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