



# PROTECTING CUSTOMER INFORMATION

**KASPERSKY** lab

# A FULL SERVICE, MULTI CHANNEL MARKETING BUSINESS WITH CLIENTS IN MORE THAN 30 COUNTRIES.



## Media, Press & TV

- *Established in 1970*
- *Headquartered in San Antonio, Texas*
- *Using Kaspersky Endpoint Security for Business*

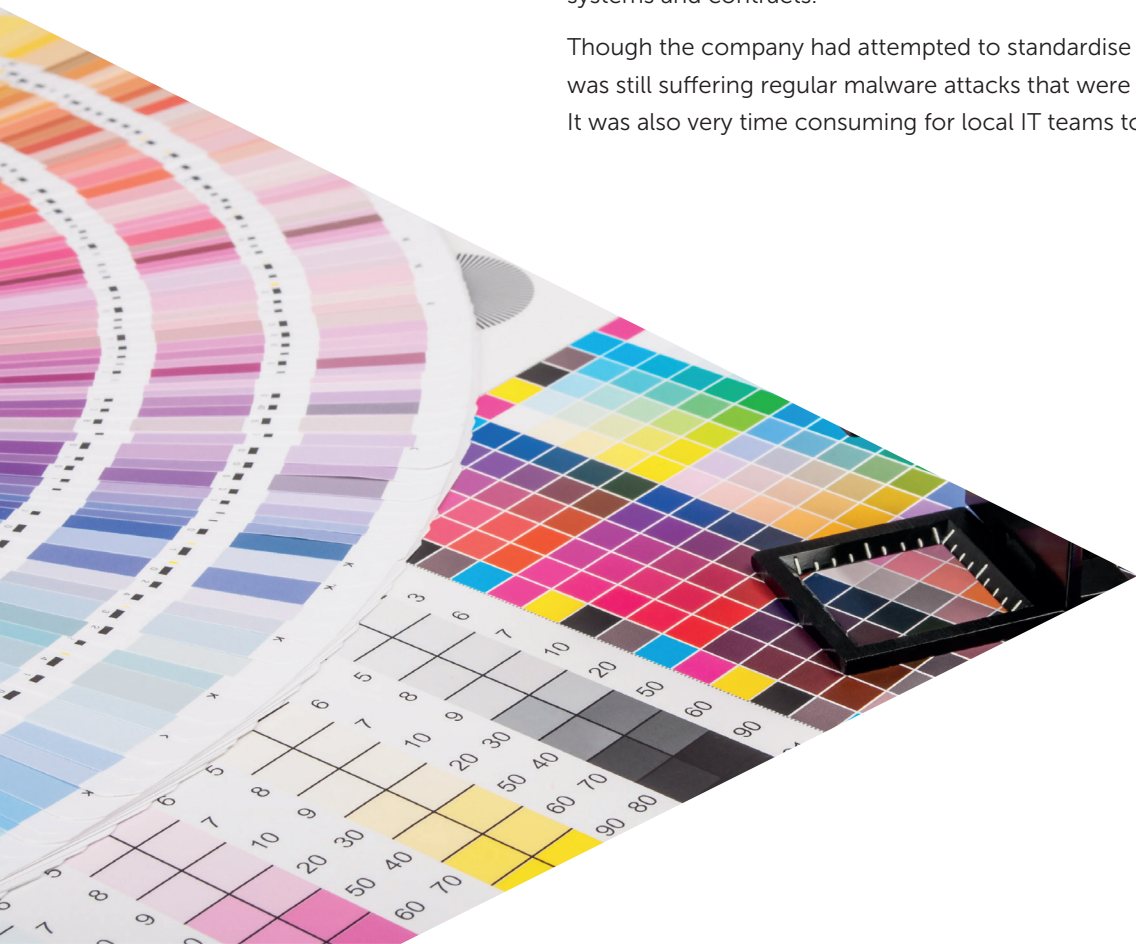
Originally a publisher of newspapers, the company later became a television and radio station broadcaster. It then moved into specialist, insight-driven direct and digital marketing services. Services that are now used by some of the biggest brands in the world.

Extensive use of cutting edge technology and data analysis solutions enables the organisation to help clients around the world to gain a unique and forensic understanding of their customers. It then shapes and tailors marketing activities that build valuable, long term relationships with those customers.

### Challenge

Outside of North America the company's international presence has grown to include operations in Europe, the Middle East and Africa. With rapid growth comes numerous IT infrastructure challenges, not least absorbing multiple legacy systems and contracts.

Though the company had attempted to standardise on a single IT security supplier, it was still suffering regular malware attacks that were damaging productivity. It was also very time consuming for local IT teams to resolve these issues.



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*“Throughout our conversations with Kaspersky Lab we were impressed with their professionalism, their experience and understanding of the needs of a business like ours and the plain speaking of their technical people.”*

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“The scope and scale of our activities and locations present constant IT challenges of course, but we felt increasingly vulnerable because our defences were being breached on a regular basis.

“In such a busy, competitive and fast moving industry like ours, we simply cannot afford for our people’s work, whether internally with colleagues, or externally with customers, to be disrupted in this way.

“It was also an expensive and inefficient use of our IT teams’ time to be regularly diverted onto dealing with emergency issues and resolving recurring problems.

“Perhaps most importantly, a very significant part of our business reputation and position in the marketplace is based on the design and performance of our own technology and data solutions. So, to protect this reputation, our business assets and those of our clients, it was absolutely essential that our IT security arrangements were of a similar quality.”

### **The Kaspersky Lab Solution**

Kaspersky Lab Endpoint Security for Business was selected, supported by its comprehensive Gold support package.



## **SECURE**

*Malware virtually eliminated*



## **CONTROL**

*Central console provides global administration*



## **SUPPORT**

*24/7 peace of mind from dedicated experts*

# 5,500

Employees

# 7,500

Licences

"Of course this was a very important appointment for us. Throughout our conversations with Kaspersky Lab we were impressed with their professionalism, their experience and understanding of the needs of a business like ours and the plain speaking of their technical people.

"During the Proof of Concept phase they explained very clearly what needed to be done and how to do it. We were able to have a fair and productive negotiation with them on price too. It was a very reassuring process and it gave us confidence in them as a potential long-term partner."

In all, 7,500 licences were purchased to protect the entire global endpoint footprint. Kaspersky Lab's market-leading protection and performance enhancing solution was also chosen for the VMware data centre infrastructure.

### **Malware eliminated, expenditure reduced**

"And so far so good. It is still early days and we are still rolling the solution out, but early reports suggest that problems with malware have been virtually eliminated. Our entire IT security position has been improved. And this has been achieved for reduced expenditure when compared to our previous arrangements.

"We can take control of all of our security functions using Kaspersky Lab's centralised management console and having Gold support gives us 24/7 assistance and dedicated account staff who understand our business, our IT infrastructure and our need for a highly responsive service.

"So we are very pleased overall, it's been A+ so far, though we are still yet to take full advantage of some of the features of the Kaspersky Lab solution, which will provide added security and functionality.

"But the fact that we have gone for a long-term, five year agreement with Kaspersky Lab tells you that we have full confidence that this partnership will be good for both parties."



**MOST TESTED\***  
**MOST AWARDED\***  
**KASPERSKY LAB**  
**PROTECTION**

\*kaspersky.com/top3

# KASPERSKY LAB

**For more information about Kaspersky products and services contact your account rep or visit [www.kaspersky.com](http://www.kaspersky.com)**

### **Kaspersky Lab HQ**

39A/3 Leningradskoe Shosse  
Moscow, 125212  
[info@kaspersky.com](mailto:info@kaspersky.com)  
[www.kaspersky.com](http://www.kaspersky.com)

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