

## Service Provider's Web Security Solution Boosts Customer Loyalty

Síminn Telecom integrates Service Control Engines and Websense for enhanced child Internet safety in Iceland.

### EXECUTIVE SUMMARY

#### SÍMINN TELECOM

- Industry: Telecommunications
- Location: Reykjavik, Iceland
- Number of Employees: 2000

#### CHALLENGE

- Increase customer loyalty (reduce turnover)
- Provide a child-friendly Internet content-filtering solution
- Minimize service cost to facilitate bundling

#### SOLUTION

- Websense Web Security integrated with Cisco Service Control Engines
- Free web security for all subscribers
- Parental controls

#### RESULTS

- Increased child safety
- Strengthened value proposition, with unique web security selling points in Iceland
- Leadership position in market

### Challenge

Síminn Telecom provides telecommunication, mobile, and Internet services to private and corporate clients in Iceland. The company enjoys a reputation based on extremely reliable service, and has experienced healthy growth in sales since being privatized in 2005. Síminn is always ready with the latest communication solutions and continuously seeks to stay ahead of the competition with a combination of customer service and innovations.

With the growth of its Internet services, Síminn took its social responsibility very seriously. The service provider wanted to go beyond the competition in terms of being able to offer safe, secure web experiences to families. In particular, Síminn wanted to give parents greater control over their children's online experiences. The team at Síminn set out to innovate a unique and free ready-to-use scheme: the ability to automatically block web content that was deemed inappropriate for children.

While deciding what features to deploy, and how and when to introduce them, Síminn wanted to keep the development low-key and to use the new service to gain competitive advantage. The company recognized that child-friendly content filtering could be one of a number of options acting to support company loyalty and reduce turnover.

Síminn approached Websense to discuss the most effective means of deploying a security solution, taking into account their existing Cisco® Service Control Engine. This initial inquiry spurred a collaborative partnership and the swift development of a solution that combines Cisco networking and the Websense security knowledge.

### Solution

With the objective of keeping costs low, and providing the service free of charge to all subscribers, Síminn wanted a solution that could be affordably added to the existing network. "The Cisco Service Control Engine was already in place at Síminn, offering carrier-grade performance, and it was cost effective to utilize these existing resources for our security solution," says Sverrir Hakonarson, Nordic Territory Manager at Websense. "Cisco was already hooked up to the LDAP [Lightweight Directory Access Protocol] user database and has an application programming interface that we could use to create a web self-service portal for service users. The arrangement was pretty much plug and play, using a classic Websense Web Security system. We found this the best way to introduce a web security service into the Síminn infrastructure."

A key goal for Síminn was to be first to market with a content-filtering solution. The project began in January 2008 with the discussions at Websense. Síminn purchased the Websense Web Security solution in March, and the service was up and running by June of that same year. "We took some time to see what we could do for our customers, and we soon saw that Websense fit our subscriber profiles; the solution was just right," says Steinar Guðmundsson,

Business Development Manager at Síminn Telecom. “We had the Cisco engine in place, and after a couple of meetings with Websense, were sure how that fit with Websense Web Security. Websense’s and Cisco’s products complement each other, and so the solution successfully handled our needs well.”

Today Síminn offers an asymmetric DSL (ADSL) Child Net safety system that stemmed from the Websense and Cisco collaborations. A Cisco Service Control Engine relies on the Websense database for a decision on whether or not to block specific content.

The service was initially launched on a limited basis. Three months later, after rigorous testing, the service was fully launched. This phased approach allowed Síminn to develop a web interface for the customer portal. Subscribers can now log in and select from three self-service security policies covering:

- Security and child pornography
- Pornography, violence, tastelessness, gambling
- Other threats

Websense lets Síminn customers select and enforce Internet access policies. In transparent mode, the firewall or Internet router is configured to send Internet requests to the Cisco Content Engine, which queries the Websense database. The Websense integrated approach delivers pass-through web filtering by using the packet-capturing capabilities of the Internet gateway. This arrangement offers customers:

- Scalability: High-performance filtering suits all subscribers, from residential to small enterprise, and up to data center environments.
- Accuracy: All packets in the network are filtered via Websense Internet gateway partners.
- Stability: An integrated approach eliminates a single point of failure in the network.

**“We know that our customers and, more importantly, their children, are now comprehensively protected in their Internet usage thanks to the Websense and Cisco filtering solution.”**

**– Steinar Guðmundsson, Business Development Manager, Síminn Telecom**

## Results

By selecting Websense Web Security, Síminn has given its customers the benefit of industry-leading URL filtering, combined with extensive security capabilities. The system successfully blocks children’s access to risky sites. Malicious code often takes advantage of third-party applications and installs a back door. Then bot software can be downloaded and installed, which can then be used to distribute spam, host phishing sites, or launch other attacks. Websense Web Security blocks spyware and keylogger back-channel communications from reaching host servers. Websense minimizes exposure to threats by applying updates from the ThreatSeeker Network within minutes of discovery.

A significant percentage of Síminn’s broadband customers are now using their free website filtering service, Netvarinn. Since offering Netvarinn, Síminn has enhanced its reputation with Icelandic customers as a company they can rely on. The service has markedly increased both customer recognition of the company and retention of its customers.

“It has been a great success,” says Guðmundsson. “We wanted our enhanced Internet security capability to be the first to be delivered in this market, and Websense and Cisco made this a reality. I would say the Netvarinn Solution is going even better than we expected; a large percentage of our customer base is using the solution. The starting point was to differentiate us from our competitors. There was a lot of talk in Iceland about how the Internet has led to an increase in threats that could potentially harm children. So at Síminn, we are pleased to have created greater control

for parents. This means control over the Internet content their children can access, and protection against malware, spyware, and other blended threats, which are Websense's forte."

To illustrate the effectiveness of Netvarinn, Síminn produced a high-impact video showing impressionable young children in various scenes: a chaotic bar, a strip club, gambling, and entering a stranger's house. The advertisement, which can now be found on YouTube, helps to command attention and minimize the dangers of children surfing the web unrestricted. View the video at: <http://www.youtube.com/watch?v=VcCCykLNfjk>.

## PRODUCT LIST

### Routing and Switching

- Service Control Engines

### Security and VPN

- Websense Web Security

## For More Information

To find out more about the Cisco Service Control Engine, go to:  
<http://www.cisco.com/en/US/products/ps9591/index.html>.

To find out more about Websense Web Security, go to:  
<http://www.websense.com/content/WebSecurity.aspx>.



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