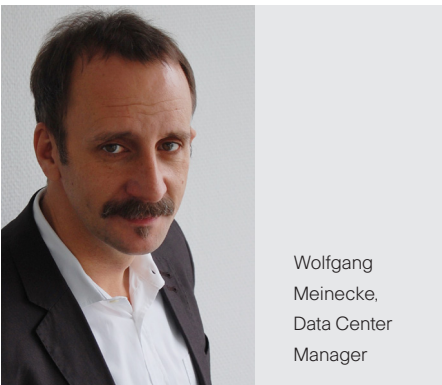




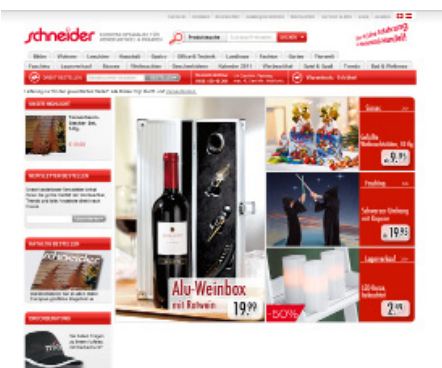
## Schneider Versand Secures Growth with Cisco Security Solutions from the Cloud

### Security from the Cloud



The Schneider Versand group's online business is growing at an above-average rate. However, processing a quarter of a million emails per day and continually rising levels of web traffic have also caused increased costs for managing the organization's existing security solution. Finally, Schneider has found a remedy for safeguarding email and web traffic in the Cloud Solutions from Cisco. The solution from the Cloud saves time, increases the security level and keeps the firm's server free from spam and malware. If the business continues to grow as planned, the Cisco Cloud Service will grow smoothly and dynamically with it.

The history of the Schneider Versand group started over 45 years ago in Wedel, in Schleswig-Holstein, Germany, with the shipment of gifts for book clubs, publishers and savings and loan associations. In the first year, a few hundred packages were sent out by the business. Today more than four million deliveries make their way across Germany, Switzerland and Austria. Catalogs with an assortment of around 40,000 products are printed eight times per year. In its traditional market segment, Schneider has been the undisputed number 1 for decades in Germany.



#### Online Trade as a Source of Growth

Schneider did not, however, settle for what had been achieved so far: the business continually broadened its selections and approached new customer groups, first with goods for commercial use and then, from the mid-nineties, also with quality products for the consumer market. Fashion, lifestyle and living accessories — for a long time, these have been the business areas to which Schneider owes its prosperity and sustainable growth. Well-known fashion catalogs such as Conley's, Impressionen and Discovery have proven themselves to be top sellers. These Schneider brands are also very popular online. Schneider recognized the opportunities that the Internet offers earlier than other brands, particularly in the mail order business. In 1996, the first Schneider subsidiaries opened virtual network branches, and in 2004, reached a total of one million customers. By 2009, this had already grown to five million. "Our internet business is growing considerably," says Wolfgang Meinecke, Data Center Manager at Schneider. "On average, we receive a quarter of a million emails per day, most of which is spam. Only two percent of emails are actually relevant to the business."

The fast-growing online business is continually increasing its web and email traffic.

**Background**

Schneider Versand GmbH, headquartered in Wedel near Hamburg, Germany, with around 700 employees, is one of the leading internationally active mail order companies for innovative ideas and concepts in lifestyle and fashion. As a multichannel provider, Schneider presents to its customers high-quality and exclusive selections via diverse catalog formats, online shops and wholesale operations. Among others, members of the Schneider Versand group include "Conley's" fashion house and the lifestyle catalog "Impressionen". Schneider generates growth first and foremost in the online arena, where contact with customers in the future will increasingly take place through social networking.

**Challenge**

The fast-growing online business is continually increasing its web and email traffic. Decentralized internet breakouts in the Schneider branches avoid the bottleneck of a central connection, but steadily increase the cost of security.

**Solution**

The Cloud Services Cisco IronPort Hosted Email Security and Cisco ScanSafe Web Security cover all aspects of email security, spam protection and online security. Mobile terminal devices are also seamlessly integrated into the service by means of the Cisco AnyConnect Secure Mobility Client.

**Benefits**

- Higher level of security, greatly reduced cost
- Central policy management for all internet breakouts
- Better customer service: the Cloud as a buffer reduces loss of emails
- The IT team has more time for its core tasks

**Continual Race Against Threats**

The IT manager describes the previous security solution for the extensive online portals as a difficult and time-consuming issue. There was no central access point to the Internet for the Schneider locations — this could have resulted in a bottleneck and caused data congestion. Instead, 15 decentralized breakouts in the branches form the bridges to the Internet. Each of these access points was equipped with anti-spam and anti-virus protection, which also has to be kept up-to-date separately, resulting in high costs.

According to Wolfgang Meinecke, Internet security is like the race between the hare and the tortoise: "Every day there are new threats. You run after danger without ever catching up with it." There can never be absolute security. However, the more up-to-date and effective the protections are, the smaller the gap in the race with this threat will be.

The IT manager and his colleagues were constantly battling to remain on top of the security issues, with no time spare to work on the IT innovations that previously had brought the company to the top of its field. There was another element too: "Spam, phishing or other email attacks are not predictable but come in unforeseeable waves. Nevertheless, all emails had to be first of all on one server, which therefore also had to be dimensioned for maximum activity," says Wolfgang Meinecke. Again, these are valuable resources that could have been used more productively elsewhere.

**99 Percent of Spam Eliminated**

Considering all these issues, it is no surprise that the idea of shifting security into the Cloud appealed greatly. The suggestion came from Integralis, a leading international provider of integrated security solutions. "And we were so convinced that, without hesitation, we threw a concept that had already been drawn up for another solution out of the window," recalls Wolfgang Meinecke.

The solution that Integralis suggested and implemented essentially consists of two components: Cisco IronPort Hosted Email Security and Cisco ScanSafe Web Security. "IronPort Hosted Email Security is a proven security solution from the Cloud that runs in Cisco's distributed high performance data centers and makes the business available globally," explains Sven Gerlach, Business Development Manager of Secure Content Management at Integralis. Spam defense through market-leading IronPort-technology curtails the continual flood of spam with its multi-layered scanning architecture. The Cisco Reputation Filters are the core of the solution: they compare emails with a real-time database. The Cisco IronPort Context Adaptive Scanning Engine is also integrated, and this accurately analyses the content and structure of every email. The interaction of these complementing technologies eliminates more than 99% of spam with a false-positive rate of 1:1,000,000.

"We could never have achieved that level of hit rate and precision on our own, even with all the investment," comments Claus Günther, Project Manager in the Schneider IT team. "Today the 250,000 emails per day no longer reach our servers, but only around 5,000 — exactly those that are relevant to our business activities." And the project manager also noticed another result: "The Cisco Cloud works like a buffer that holds all emails for at least 24 hours. Therefore our maintenance window increases so that no customer email gets lost, even in the case of a system breakdown."



The Cisco Security Cloud Solutions offer businesses flexible email and web traffic safeguarding solutions.

### Alignment with Technological Progress

Recognition of and protection from viruses, worms and similar are based on a multi-layered multi-vendor concept with Cisco Hosted Email Security: proven anti-virus technologies—for example from McAfee and Sophos—are combined with special Cisco detectors, which constantly observe the internet and scour it for new variants of viruses.

A similar principle applies to all internet access for all 700 employees, both for fixed connections within the firm and home offices, and for the approximately 30 mobile employees. The base for this is the Cloud Service Cisco ScanSafe Web Security, over which all web requests operate.

To set guidelines that can be applied to user groups and individual users, the ScanSafe Service analyses every internet request for potentially dangerous or unsuitable content. Policy management accesses the Schneider Active Directory for this purpose, so that user data does not need to be kept twice. "We can centrally configure, from anywhere, the same guidelines for all breakouts in our branches via a simple internet interface," explains Wolfgang Meinecke. "And that means greater efficiency and flexibility."

As with Cisco IronPort Hosted Email Security, sophisticated real-time recognition and analysis technologies also operate in the ScanSafe Cloud, in a way that only a highly-specialized provider can offer. "Security as a tailored Cloud Service offers us the opportunity to profit directly from technological development in this area," says the IT manager.

### Cloud Security Mobilizes

And how are the 30 mobile Schneider employees' notebooks integrated into the solution? "Via the Cisco AnyConnect Secure Mobility Client, which is installed on all mobile terminal devices," answers Wolfgang Meinecke. "It doesn't matter whether you are in an internet cafe or in a foreign customer network, the Cisco Agent Software ensures that web access only takes place via the Web Security solution wherever you are, and over encrypted VPN connections." In addition, the AnyConnect Secure Mobility Client operates not only on Windows notebooks but also for example on the iPhone and the iPod touch. Schneider Versand therefore has the freedom to choose what type of mobile terminal devices to purchase in future.

Wolfgang Meinecke takes stock: "Compared with the previous solution, the Cisco Cloud Security Services offer a significantly higher level of security at a reduced cost. Altogether, we have saved around a quarter of our manpower." And this is a good thing too, because he and his team currently have got their work cut out for them providing IT support to the further expansion of the online business, where the Cisco Cloud Solution is also proving its worth: it effectively expands to fit, and keeps pace with company growth.

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