"With ConSentry as part of our portfolio, we can deliver security services from the first level up to wherever the customer wants to go. It's integrated inside Telefonica, so we don't have to go with another third party to provide a different piece of the outsourcing solution," notes Antonio Bernardos, executive vice president of operations. "That simplicity and completeness – that's why we brought ConSentry in."

ConSentry Helps Telefonica USA Expand Managed Services Offering

Faced with ongoing competitive, operational, and financial pressures, telecommunications carriers around the globe have been reinventing themselves. Madrid-based Telefonica has been doing so successfully by expanding both its geographic footprint and its portfolio of services.

In addition to long-standing wireline and wireless services, Telefonica offers a broad set of data communications and IT services. Recently, in response to customer demand, Telefonica USA developed an expanded security service based on ConSentry Networks' LANShield platforms. Telefonica USA is focused on enterprises in key markets such as Puerto Rico and on multinational companies with operations in Latin America, and it's keen to deliver services and outsourcing options that differentiate it from other providers and build customer loyalty.

A VALUE-ADDED STRATEGY

Miami-based Telefonica USA "was born as an organization focused on value-added services," says Antonio Bernardos, executive vice president of operations. This offshoot of the Latin America division began with a low profile, providing outsourced IT services similar to IBM and EDS but to smaller companies. "We focused on offering something similar but on a smaller scale," Bernardos notes.

The group provides an array of services, including:

◆ LAN and desktop management, which encompass configuration and administration of LANs and operating systems (Microsoft Windows and Active Directory as well as Linux)

◆ help desk services

◆ change management,

◆ and database applications.

The group also operates a data center in Miami, which supports co-location and data backup/disaster recovery services. Security services have included consulting, intrusion detection systems/intrusion prevention systems (IDS/IPS), anti-virus and anti-spam, and operations through Telefonica's Security Operations Center.

Telefonica was already selling more traditional security service offerings, such as a managed IDS/IPS service. A customer, a global bank with key offices in Puerto Rico, was already using Telefonica for these kinds of managed LAN and security services. Then the bank asked Telefonica to search for and recommend new security services that could add new capabilities to the bank's network.

About Telefonica

Founded more than 80 years ago in Spain, Telefonica currently operates in 19 countries. Some twenty years ago, the carrier made a strategic decision to expand into Latin America. Now it's the leading operator in Brazil, Argentina, Chile, and Peru, with significant operations in Puerto Rico, Colombia, Ecuador, El Salvador, Guatemala, Mexico, Nicaragua, Panama, Uruguay, and Venezuela.

The Challenge

Telefonica was searching for a rich security services platform that would enable them to offer a more tailored security service to their customers than was possible with their existing offerings.

The ConSentry Solution

ConSentry's LANShield platform enabled Telefonica to deliver new LAN security services with the flexibility to support multiple service options, from partial to complete outsourcing.

"We started to look for interesting alternatives," says Bernardos. "We wanted to be creative – when a customer wants you to bring something new to the table, you want to show them something they really haven't seen before."

At the same time, the Telefonica group was eager to be more efficient and reduce its cost for delivering services. Finding the right vendor to work with was key. "Every day we're asked by our customers to be cost efficient and quick to provide services and fine tune them. We need a partner that goes where we need to go in order to provide what a customer wants," Bernardos says.

Cultural synergy and flexibility are crucial to Telefonica's success in Latin America markets, according to Bernardos. "If the customer wants something, we're going to implement it for them. Some of our competitors say 'we have this in strawberry and lemon flavors – that's all.' We say, 'You want mango? We'll give you mango.' That's Telefonica."

In searching out the new security service for this customer, Telefonica needed a rich platform that would enable them to offer a more tailored security service than was possible with their existing offerings. They also needed a cost-effective solution, one that was easy to deploy and operate. And they needed a vendor whose flexibility matched theirs. "We need a partner that helps us develop the services our customers are asking us for," notes Bernardos.

SELECTING A SECURITY PARTNER

Bernardos and his team learned about ConSentry Networks through Telefonica counterparts in Spain who were evaluating the company's LAN security solution. ConSentry's LANShield platform, available as an appliance or wiring closet switch, delivers a suite of security services encompassing network admission control (NAC), traffic visibility, identity-based post-admission control, and threat control, including malware containment.

The platforms are easy to deploy and manage. The LANShield Controller is installed between the wiring closet and network core and requires no changes to an organization's existing IT infrastructure or to desktops. For their part, LANShield Switches provide full per-port security control in a gigabit Ethernet wiring-closet switch.

From within ConSentry's InSight command center, a provider can centrally manage all aspects of security, from defining policies to monitoring traffic and tracking incidents. ConSentry's identity-based post-admission controls allow an operator to limit access to networked resources based on a user or device's identity or role within the organization, which ConSentry learns automatically.

Using InSight, an operator can centrally define access policies; for example, listing file servers (or network destinations) and attributes to be controlled, such as which usernames can work on which types of files. The LANShield platforms can also restrict access based on IP address.

In addition to meeting Telefonica's requirements for a service-rich platform, ConSentry gives Bernardos and his team the flexibility to support multiple service options, from partial to complete outsourcing. For example, Bernardos' team installed LANShield platforms on the bank's premises, which gives the bank physical control of the infrastructure. In addition, the bank defines access control policies for its users. For its part, Telefonica manages the ConSentry gear and performs all monitoring and troubleshooting.

"The bank wanted to keep the infrastructure under its control, and this is why ConSentry played a good role," notes Bernardos. "Banks are very cautious in terms of security. We've been working together with ConSentry to explain all the advantages this type of platform can provide, not only in terms of additional services but as a reinforcement of their existing security infrastructure."

"The bank's requirements were implemented easily with ConSentry. Everything is going smoothly and the bank is really satisfied."

Antonio Bernardos, *executive vice president of operations, Telefonica USA*

CONSENTRY: ENABLING NEW SERVICE MODELS

"The bank's requirements were implemented easily with ConSentry," says Bernardos. "Everything is going smoothly and the bank is really satisfied." He is now recommending that the bank replicate this security service to a sister bank in Columbia.

"Like other customers, the bank is looking for synergies. They want to have a seamless service, with the same look and feel in Puerto Rico, Columbia, Argentina, and Peru," notes Bernardos. "Telefonica has the challenge to replicate the successful model we have in Puerto Rico in other countries, so we can provide the bank with homogeneous, synergistic services and help them realize advantages in cost and in security as well."

Beyond meeting this bank customer's specific requirements, Bernardos and his team have been exploring other ways to leverage ConSentry's LANShield platforms as the foundation for a new set of security services. "We want to centralize infrastructure in our data center in Miami and provide services remotely from those platforms," Bernardos says. "I'm defining a regional security service. This is something we're building into our portfolio in conjunction with ConSentry for customers here in the USA and all of the Telefonicas in the group."

Telefonica USA has already closed deals with other customers to deliver security services based on the ConSentry platform. Another bank, for example, has outsourced all of its security to Telefonica, as have two other companies. "They want full security services," notes Bernardos, including access controls, malware control, and intrusion detection and prevention. Bernardos sees the security services appealing to a wide range of customers, from traditional firms such as banks and insurance companies to hi-tech firms such as software companies and those operating significant e-commerce operations.

"With ConSentry as part of our portfolio, we can deliver security services from the first level up to wherever the customer wants to go. It's integrated inside Telefonica, so we don't have to go with another third party to provide a different piece of the outsourcing solution," notes Bernardos. "That simplicity and completeness – that's why we brought ConSentry in."

ABOUT CONSENTRY NETWORKS

ConSentry Networks delivers secure switching, enabling enterprises to control every user and secure every port on the LAN through its LANShield product family—the LANShield™ Switch, LANShield Controller, and InSight™ Command Center. More than 150 enterprises today rely on ConSentry's award-winning secure-switching platforms to protect their corporate assets, ensure continuity of operations, and dramatically reduce the risk of security breaches. ConSentry is backed by blue-chip venture capital firms Accel Partners, DAG Ventures, INVESCO Private Capital, and Sequoia Capital; and is headquartered in Milpitas, California.

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