



CASE STUDY:



Background:

For Nebraska-based Infogroup, a provider of data driven and interactive resources for targeted sales, marketing and research solutions, information is king. The \$558 million company consists of industry-leading market research companies, database companies, sales and marketing companies and list brokerage and list management companies.

The company's diversity and scope provides a significant edge over the competition, enabling them to effectively service the needs of businesses – from Fortune 1000 companies and government entities to small and medium businesses – providing them with critical market and consumer data. In fact, Infogroup services 85% of Fortune 100 Companies and its points of interest are used on 90% of in-car navigation systems in North America.

The Challenge:

As a company that works closely with sensitive consumer, business and market data, Infogroup faces a number of security-related challenges. While the landscape of information security becomes more complex for Infogroup, with various federal regulations, public audit requirements and contractual agreements, Infogroup either needed to dramatically increase their security staff or find a partner. The partner had to be diverse and offer a collection of services that could assist Infogroup with monitoring security on a large and complex worldwide network, providing consulting assistance for Payment Card Industry (PCI) Data Security Standard compliance, protecting the gates of critical applications with an application firewall service, and monitoring and storing logs from over 2,000 servers and devices.

The company must not only meet the security expectations of its customers and prospects, but also that of the people and businesses included in their databases. Past security breaches and attacks on other players in the industry further highlighted the need for an increased security program – and the level of expectations and concern of customers, regulatory bodies and the general public.

In early 2008, the company approached several security service providers, including Solutionary, to investigate the best ways to address these challenges and ensure its name didn't end up in the headlines. Solutionary's proposal out-shined the competition and has been Infogroup's go-to security services provider ever since.

Another unique challenge is Infogroup's decentralized business formation. As a company involved in many facets of market research and data collection and distribution, Infogroup has a number of entities operating independently within the larger company. In addition, the company has a number of different, dedicated systems and devices that are used for just one to two specific processes, adding complexity to their infrastructure. In short, the company's diversity and scope of services – while a strength for its business – was a challenge from a security perspective.

The Solution:

To meet the multifaceted needs and challenges of the Infogroup organization, Solutionary relied on its flexibility, depth and breadth of services. Overall, Solutionary provides daily log monitoring and file reviews, outsourced monitoring, assessments, and Payment Card Industry compliance services for Infogroup.

Solutionary's approach to securing Infogroup is two-fold. First, securing the company's data and information to protect not only their business but also the people and businesses included in the databases. Second, ensuring Infogroup is compliant to the wide variety of regulations across vertical markets and geographies it works in, including Sarbanes-Oxley for the financial industry, HIPAA in the healthcare space, PCI and state privacy legislation.

Rather than bolting on a stock solution across all of the businesses within Infogroup, the Solutionary team designed a customized security program that fit the needs of each individual unit and the overall organization at the same time. By including only what was right and relevant for Infogroup and the scope of work for the project, the solution was also more cost effective than force fitting a stock product.

The Solutionary team's flexibility was also an asset when approaching the many systems and endpoints involved in Infogroup's infrastructure, including mainframes, midrange, physical and virtual servers, and a complex worldwide network. This speaks to Solutionary's ability to monitor more devices than other security provider and the scalability of its solutions, ensuring the customer receives exactly what they need and doesn't pay for excess service and capabilities.

To ensure the customer's needs and expectations were best met, the Solutionary team has even added functionalities and features to its product. From all perspectives, Infogroup has one vendor they trust for all of its security and compliance needs, rather than juggling relationships with multiple companies.

According to the company's CIO, Tom McAlister, "We believe strongly in Solutionary's ability to fulfill our security needs. Solutionary is more than a vendor to us – they are a partner and a vital part of our daily business cycle."