

OUR CUSTOMERS' SUCCESS IS OUR SUCCESS

Businesses of all sizes and across all industries are discovering the growing importance of connecting IT strategies and solutions with overall business goals and opportunities. It's critical that the technology environment be dynamic, scalable, highly available, and secure. Businesses must also ensure the integrity of their data, manage compliance mandates, and continually do more with less.

Our decades of experience, along with our broad portfolio of technology solutions and services, give you the confidence you need to thrive amid today's business demands. With technology constantly evolving, our consultants and certified technical experts stay on top of the latest advances to make sure you can remain competitive. We work with the most respected minds in the technology industry to offer a complete portfolio of solutions. We can help you navigate the ever-increasing demands of your business and the technology that powers it — whether your current challenge is:

- > Ensuring a solid brand reputation and secure intellectual property
- > Managing and protecting your mobile consumers and workforce
- > Harnessing your data for sharper, more relevant insights
- > Managing governance and regulatory compliance mandates
- > Mitigating risk, company-wide
- > Virtualizing and reducing cost

No matter what your current technology challenge, we can help.

We're here to help you. Just like we helped this paint manufacturer. Find out more today.
Visit essextec.com or call our main office at 1-888-519-1518 to learn more or to schedule a consultation.



Protecting well known paint manufacturer's brand and reputation



**Three-pronged solution
is just the right
shade of secure**

Client Success Story

Manufacturing Industry

Business Risk Services

essex→**tec**
GETTING **IT** DONE TOGETHER

Top rated company knew it needed to **do more to keep trade secrets safe**

OVERVIEW

One of North America's most colorful and beloved brands



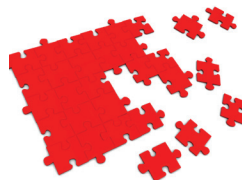
This client is a leading manufacturer of premium paint for residential and commercial customers — and has been in business for well over a century. Their product portfolio includes a wide range of unique paint labels and formulas largely built on patented technology. In 2014, the company earned J.D. Power and Associates' highest rating for consumer satisfaction in their category for the fourth year in a row.

That leading position makes this company's intellectual property especially valuable and makes the security of the company's IT infrastructure and data critical to protecting its trade secrets. Recognizing this, the company made security a priority and began to increase its security specialists staff.

"Our leadership recognized the need to protect our strong global brand," said the client's IT security manager. "Our job is to mitigate and avoid cybersecurity risks as they develop and to ensure the trust of our customers, which means protecting their data privacy as well as our own."

CHALLENGE

A call for greater security against cyber threats



Because the organization was already an Essectec client, the Essectec team was familiar with the company's emphasis on greater security.

"Essectec had been with us for over a decade," explained the IT security manager. "They've been our preferred business partner when making IBM solution purchases. We wanted to address our security needs with a proven partner and Essectec fit the bill."

Earlier in the year, Essectec's Business Risk Services team sat down with the client to have a conversation about security. As the conversation progressed, Essectec came to understand everything that was at stake. The company depends on close relationships with retailers — many of them smaller, independent businesses. The client's reputation and their top-notch product keeps customers loyal and their paint in high demand.

From top secret product formulas to private customer data, the client recognized that IT security was fundamental to preserving their good name.

"The paint formulas and manufacturing process are our crown jewels — our trade secrets," stated the client. "You never want to have your brand tarnished. It's also about protecting the brand from being damaged by issues such as compromised customer data. Keeping their information private and secure is critical to taking care of the entire customer relationship and maintaining trust."

The organization already knew they needed new tools to spot threats within their infrastructure so they identified several requirements as part of their security road map:

- > Log correlation
- > Security analytics
- > Incident response
- > Managed services to assist their IT group

Essectec had the answer.

SOLUTION

Spotting threats faster — and reacting immediately



The Business Risk Services team at Essexotec proposed a three-pronged solution for the client. First, the proposed solution included the IBM® QRadar® Security Intelligence Platform which provides a unified architecture for integrating security information and event management (SIEM), log management, anomaly detection, incident forensics, and configuration and vulnerability management. Essexotec's Risk Specialists then added IBM Managed Services to help continually identify, analyze, and assist in remediation of the alerts and issues identified by QRadar. Lastly, Emergency Response Services (ERS) would help the company respond swiftly to the most urgent and damaging threats.

By the end of the summer, Essexotec developed a proof of concept and began the refinement process that would lead to full implementation.

"We worked closely with Essexotec over a three-month period to get a demo in and run a proof of concept," the client explained. "Essexotec and IBM impressed us from the start. It was evident in the first week of executing the proof of concept that this solution was going to run smoothly. QRadar worked exactly as advertised - it is best in breed. Competitive solutions paled in comparison, were too elementary, and required too much customization. QRadar worked as needed right out of the box."

Essexotec's long-standing, close relationship with IBM helped things work smoothly. "Part of our relationship with IBM involves fluidly working with their team behind the scenes," states vice president of sales and services at Essexotec, Nathan Smith. "It helps streamline the process for our clients."

A strong relationship also keeps the business clutter to a minimum and the engagement process efficient for clients such as this.

"There were no massive amounts of paperwork or legalese," commented the client. "I was impressed with the business process. Essexotec and IBM were dynamic, quick, and responsive."

The proof of concept succeeded and the client opted for Essexotec's recommended three-pronged approach.

In addition to QRadar, their IT security team leveraged expert support from IBM Managed Services.

The company also activated Essexotec's recommendations to hire ERS, the third prong in their solution.

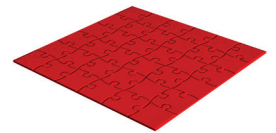
"The ERS is like a security insurance policy," said the client. "If we determine there's a hack or a potential breach, we have the ability to bring in forensics top guns to lock down the issue, identify the attacker, and minimize the potential impact."

The client's team also likes that the solution is designed to be scalable, so it can grow and evolve as the environment requires.

"One of the things we wanted, since we were building from the ground floor, was scalability. This way we could add features as needed," noted the client. "Essexotec worked with us to develop a progressive payment model that allows us the ability to use the platform at the initial capacity and then scale up costs as we process high volumes of events over time. Adding this flexibility into the solution was a huge deal for us."

RESULTS

*A means to an end:
a solid reputation and
a secure client*



The client closed on the QRadar software purchase and soon after on the Managed Services and ERS. The company sees smooth, safe sailing ahead.

"We were impressed with Essexotec's depth of knowledge around IT security and risk management. They gave us a level of confidence as we worked throughout solution identification," asserted the client.

In the months to come, the company will also realize:

- > **increased visibility to network activity**
- > **a higher level of awareness and responsiveness to suspect activity**
- > **outstanding compatibility with their existing infrastructure — and ease of use for their staff**
- > **the power to thwart hackers from getting access to the client's "crown jewels" — and damaging their reputation**

"It can take years to be mature enough to recognize threats. So we've brought that intelligence and expertise in immediately through Essexotec and IBM," stated the client.