

Globosat Programadora Ltda.

Saving Six Figures and Cutting Virus Scan Time by 97 Percent with Solutions from Symantec



Producer of 95 of the 100 most popular television shows in Brazil, Globosat Programadora Ltda. has some very valuable data to protect. The company streamlined its backups with Symantec Backup Exec™ and Backup Exec System Recovery, gaining 114,000 USD in cost avoidance on server purchases. Globosat also uses Symantec Endpoint Protection to block USB drives and unauthorized applications, eliminating malware disruptions and yielding user productivity gains of 50,000 USD per year. Discontinuing use of its IDS appliances will save Globosat an estimated 60,000 USD in licensing and consulting fees.

95 of the Top 100 Shows in Brazil

At Brazilian pay-TV giant Globosat, each program is carefully designed to meet the diverse areas of interest of subscribers. Frequent studies result in adjustments to the grid of channels and their programming to better suit subscribers. The result of this work is clear: among the 100 most-watched television shows in 2008, 95 are from Globosat.

Dependable and efficient backups are essential for this content, but Globosat had challenges with its previous backup solution. “Backup was slow,” recalls IT Security Coordinator Antônio Horta. In addition, the old system would not back up open files, and backups of Microsoft Exchange data frequently failed.

Globosat addressed these problems about a year ago when it implemented Symantec Backup Exec™ for Windows Servers and Backup Exec System Recovery Server Edition. There was an immediate efficiency gain. For instance, restoring a critical server which would have taken 24 hours with the previous solution only took two hours using Backup Exec System Recovery. “We prefer Backup Exec because it’s very fast, and we don’t have the problems we had with the other product,” Horta says.

It also led to substantial savings. Because both its company and its data is constantly growing, Globosat had planned to buy a 10-server cluster for 114,000 USD. The move to Symantec Backup Exec made that purchase unnecessary.

97 Percent Faster Virus Scans

Security is an ongoing challenge for every company, and Globosat expects its security team to do more with less. The company’s security staff consists of three employees, counting Horta. “We have to create strong security with as little money as we can,” he says.

“The time it takes to scan for viruses is down from two hours to four minutes. All our users love this improvement.”

Antônio Horta

IT Security Coordinator
Globosat Programadora Ltda.

ORGANIZATION PROFILE

In 1991, Brazil gained a new concept in entertainment, information, and leisure. The Canais Globosat Network, the first pay television programmer in the country, launched in November of that year its four pioneering channels: Telecine, Top Sport, GNT, and Multishow. Today, located in Rio de Janeiro, Brazil, with 23 channels and over 1,000 employees, Globosat leads the Brazilian pay-TV market. Its audience comprises 13.2 million viewers in more than 3.8 million households in the country.

INDUSTRY

Media and Entertainment

SOLUTION

Data Protection; Endpoint Security

Globosat Programadora employees love that virus scans now take four minutes instead of two hours.

In November 2007, Globosat began a two-month implementation of Symantec™ Endpoint Protection. The move made a huge difference in the amount of RAM required for virus scans compared to the company's previous solution, according to Horta. "Memory usage is very much reduced with Symantec Endpoint Protection," he says.

Thanks to this lower use of RAM, scan times are reduced by 97 percent. "The time it takes to scan for viruses is down from two hours to four minutes," Horta says. "All our users love this improvement."

Before Symantec Endpoint Protection, Globosat used appliance-based intrusion detection system (IDS) devices. The company expects a 60,000 USD savings because it no longer needs to renew those licenses or devote IT staff time to managing the solution. It also has discontinued the licenses for its previous software-based desktop firewall.

Symantec Endpoint Protection also provides better security for the company's endpoints. "I have many different policies for different users," Horta says. "For high-ranking employees with newer equipment, I enable IDS and the firewall. For employees who have older equipment with less memory, I don't."

Making policies stick

With Horta's small staff, enforcing security policies is always challenging, especially in the freewheeling atmosphere of a television network. "Broadcast TV has actors, presenters, and reporters—as well as corporate users," he says. "Enforcing security policies for this diverse group is very difficult." So he gets help with enforcement from Symantec Endpoint Protection. For instance, he says, the company was plagued with malware that arrived on USB "pen" drives. "The business network had big problems with viruses and trojans," he says. "Everything came in by pen drive. So we use Symantec Endpoint Protection to block pen drives, and now we don't have these kinds of problems."

Globosat also uses Symantec Endpoint Protection to block unauthorized applications, including WebEx and Skype. Thanks to these protections, Globosat has seen improved performance from its legitimate applications, which translates to 50,000 USD in annual savings.

Globosat engaged Symantec Consulting Services works with Symantec Platinum Partner Grupo Processor for deployment and ongoing technical support. "Grupo Processor is a great company for big implementations and timely completion of projects," says Horta. "They had very good pre-sales service," he adds. "Their engineers worked with us before and during implementation, and they kept working with us till everything was functioning correctly."

In the near future, Horta adds, Globosat will move its Rio de Janeiro operation from its current location to a new facility in Barra da Tijuca. With this move, older systems still using previous solutions will be replaced by Backup Exec and Symantec Endpoint Protection. "At the new site, we'll use the new Symantec solutions for everything," he says.

SOLUTION AT A GLANCE

Key Challenges

- Speed backups and restores
- Back up data more reliably
- Avoid new equipment purchases
- Improve network security while holding down costs
- Reduce virus scan time
- Enforce security policies

Symantec Products

- Symantec Backup Exec™ 12 for Windows Servers
- Symantec Backup Exec System Recovery • Server Edition
- Symantec™ Endpoint Protection 11.0

Symantec Partner

Grupo Processor (www.processor.com.br)

Technology Environment

- Applications: 3D rendering software, with 3D Studio and Autocad; Microsoft Exchange 2003
- Databases: Oracle; Microsoft SQL Server
- Servers: About 66 HP Blade and DL physical servers running Microsoft Windows Server NT, 2003 and 2008, as well as HP-UX and Slackware Linux; 24 virtual servers running on VMware and Microsoft Virtual Server
- Storage: HP StorageWorks EVA SAN 3000; HP MSL6000 tape library

Business Results

- Two-hour server restore time, down from 12 hours
- 114,000 USD cost avoidance on purchase of 10-server cluster
- 97 percent faster virus scan time (four minutes vs. two hours)
- Improved security by blocking USB drives
- Projected 60,000 USD savings for intrusion detection (IDS) licenses and consulting
- Saving 50,000 USD per year in end-user productivity by blocking unauthorized applications

“Grupo Processor is a great company for big implementations and timely completion of projects.”

Antônio Horta

IT Security Coordinator
Globosat Programadora Ltda.