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symantec™

Mobilezone

Service Optimization and Process Automation – the Key to Top Performance for the Slim IT Organization at mobilezone ag

Cell phone chain mobilezone has more than 130 stores throughout Switzerland and employs more staff on the sales frontline than at its headquarters in Regensdorf, Switzerland. The HQ-based IT team has a very challenging environment, with the entire infrastructure being operated in-house, and it is consequently dependent on software that can be implemented quickly, is easy to operate, and helps to provide an optimal service for internal customers. One relatively recent arrival is Altiris™ Client Management Suite 6.0 from Symantec, which had a baptism of fire with the launch of Apple's iPhone lifestyle cell phone: the iTunes software—without which the smartphone cannot be activated—had to be installed on every PC at every branch at a stroke. mobilezone also purchased Symantec Enterprise Vault™ to ease the load on its Exchange environment. Symantec™ Protection Suite Enterprise Edition, finally, replaced no fewer than four different tools and now protects the PCs and point of sale systems in the stores against threats and attacks.

ORGANIZATION PROFILE

Website: www.mobilezonehold-ing.ch

www.mobilezone.ch

Industry: Retail

Headquarters: Regensdorf, Switzerland

SYMANTEC SOLUTIONS

- Client Management
- Endpoint Security
- Messaging Security
- Archiving

Straightforward security from a single source with a single console

How many IT specialists does it take to support 600 clients and around 550 users spread across 135 shops and one HQ site plus 30 servers in a dedicated data center? Exactly six—at least that is the number of employees to be found in the IT department at cell phone chain mobilezone. Mobilezone an independent cell phone dealer that has been offering cellular and fixed network telephony products and services for private and business customers throughout Switzerland since 1999. Mobilezone specializes in providing vendor-neutral advice and services from partners Orange, Swisscom, and Sunrise.

"We are small but strong on quality," says mobilezone CIO Fritz Hauser of his IT team. The company has just 60 or so employees at its HQ in Regensdorf, with the rest being spread across the stores. Viewed from an IT perspective, each branch generally comprises two PCs and a PC-based point of sale system that are currently still networked via ADSL and protected by a Virtual Private Network (VPN). "Operating an infrastructure of this nature with six people is ambitious," Hauser admits. So we have to optimize all services and automate them where possible." Hauser sees ob-

Why Symantec?

· Everything from a single source

· Good price/ performance ratio

· Quick and straightforward to implement

· Integrated solutions

· Many years of positive experience

taining as many as possible of the company's services and software resources from a single source as a part of the optimization process. "This also makes our job simpler day-to-day," adds Kamuran Cankurt. Keeping everything under control with just a few specialists with no outsourcing whatsoever and for the most part no external help of any kind is an art the IT team at mobilezone practices every day.

Symantec on board from the outset

The relationship between Symantec and mobilezone goes right back to the cell phone dealer's earliest years. The first firewall chosen by the young company to protect itself against unauthorized access attempts from the internet came from a vendor that Symantec acquired a short time later. Mobilezone has also been relying on Symantec Backup Exec™ for many years to safeguard its data and installed a Symantec VPN appliance in 2002 to network all of its branches securely. "We have grown more and more yellow with every passing year," jokes Fritz Hauser in a reference to the Symantec corporate color.

Mobilezone has added several new solutions to its line-up of Symantec products just recently. Protection Suite Enterprise Edition replaced a competitor's antivirus solution, Client Management Suite 6.0 from Symantec makes it easier to distribute software throughout the company, and Enterprise Vault eases the load on the Microsoft Exchange Server.

Altiris: the iPhone provided the acid test

Fritz Hauser and his team searched for a suitable client management solution. They wanted an all-in-one solution with integral workflow to cope better with the high hardware output and the associated returns. They had for a long time been working with complex scripts, but this method finally reached its limits last year. Swisscom and Orange were about to introduce the iPhone, which could not be activated without the iTunes software. How could the IT team possibly install iTunes on every PC at every shop at a stroke? mobilezone's IT partner recommended Altiris, and four days before the launch of

the iPhone, the project began. "Ultimately we thoroughly disproved the notion that Altiris is difficult to implement," laughs Hauser. "All it takes is the right amount of pressure!" iTunes was installed on the PCs on time, and the stores were ready to receive the hordes of iPhone buyers.

Hauser and his colleague Cankurt have been so pleased with Altiris that they have already made the decision to adopt to the upcoming Altiris version 7. "We are hoping for tighter integration of the individual modules and an expanded help desk. Most of all, we would like to be able to use it to manage our assets," explains Cankurt. "We need a partner to ease our way through the small issues that arise," says Fritz Hauser. A partner that is specialized in the broad range of Symantec products, fits in very well with Hauser's philosophy of trying to obtain everything from a single source.

SOLUTIONS AT A GLANCE

Business Drivers
- Reduce operating costs
- Ensure retail customers receive a consistent and rewarding service experience

Technology Environment
- Client: 600
- Servers: 30 servers in a dedicated data center
- Operating Systems: Microsoft® Windows®
- Applications: Microsoft Exchange Server, Apple iTunes

Business Benefits
- Provided comprehensive protection for the branch network
- Reduced email traffic by up to 75 percent thanks to effective antispam solution (Brightmail)
- Enabled rapid deployment of new software and efficient client management
- Reduced load on Exchange Server and email archiving in accordance with compliance requirements
- Reduced workload on the small IT team thanks to optimized services

Symantec Products
- Altiris™ Deployment Solution 6.9
- Altiris™ Client Management Suite 6.0
- Symantec Enterprise Vault™
- Symantec™ Protection Suite Enterprise Edition

> "Integrated products from Symantec enable us to keep everything under control with a small team."
>
> **Fritz Hauser**
> CIO
> Mobilezone ag

> "We were astonished at how well the spam protection solution from Symantec works. Suddenly we had peace in our inbox, so much so that at first we actually thought there must be a configuration error."

Kamuran Cankurt
Head of IT Services
Mobilezone ag

> "Symantec Enterprise Vault software is very easy to operate. We would be lost without it."

Kamuran Cankurt
Head of IT Services
Mobilezone ag

Symantec Enterprise Vault: easing the load on Exchange

Mobilezone operates a pure Windows environment with Microsoft Exchange Server for intra-company communication and group planning. As time has passed, the Exchange Server system has become more and more severely affected by the classic problem of overloading. Users create any number of subfolders and use them to store their email messages and attachments, with the result being that their Exchange folders grow more and more full and performance suffers. This form of email archiving is difficult to unravel, and does not meet modern compliance requirements.

The solution was implemented inside five working days without any interruption to email traffic and now archives employee emails on a continuous basis. "The software is very easy to operate," reports Kamuran Cankurt. The Exchange environment has improved noticeably since Enterprise Vault was introduced: employees appreciate the faster service, while Cankurt enjoyed the much improved ease of maintenance.

Symantec Protection Suite Enterprise Edition: comprehensive end-to-end protection

As the expiry date of the licenses for the antivirus solution in place approached, Hauser felt investigating the Symantec security solutions available first to be the obvious course of action, not least because he liked the idea of being able to use Altiris as the central console for end-to-end protection as well. "We were hoping for tighter integration to make our life easier," recalls Kamuran Cankurt. In fact, introducing the system with the assistance of Symantec proved to be straightforward: Protection Suite Enterprise Edition underwent rigorous trials in a test environment and was then rolled out in just two days. The greatest challenge was removing the old solution, recounts Cankurt.

The new system fully satisfies mobilezone's security requirements in all areas. The shops are more susceptible than would be the case with an ordinary office as the computers are accessible to several users and harder to secure. In addition the possibility of customer notebooks connecting to the network cannot be ruled out completely. The Windows PCs hold clients for accessing the systems of the mobile communication service providers and the point of sale systems demand high availableness. Protection Suite Enterprise Edition provides comprehensive protection and even makes it possible to block USB ports, as unauthorized connection of USB storage devices poses an additional security threat.

Initial fears that performance would suffer as a result of the Symantec solution proved unfounded. "Modern hardware is the key here of course," Fritz Hauser observes. He has a point; too, given the spiraling number of tasks that security software is expected to perform. Kamuran Cankurt singles out the integral Symantec Brightmail™ antispam solution for particular praise. It runs in a virtual instance and filters email traffic much more reliably than before. "We were astonished," reveals Cankurt: "Suddenly we had peace in our inbox, so much so that at first we actually thought there must be a configuration error." There have been no false positives either. "Our volume of email traffic is down by 75 percent," adds Fritz Hauser.

Integrated practical approach to continue in future

The fact that they demand almost no outlay on training has made the Symantec solutions even more popular with mobilezone. Intuitive operation and immediate access to all functions without difficulty remain an absolute priority. "I appreciate the fact that Symantec accepts responsibility for its products," adds Hauser. Both he and his colleague feel the company has been thoroughly well advised.