



Grupo Bandeirantes de Comunicação (BAND TV)

Keeping Viruses and Downtime Out of the News with Threat Management and Data Protection Software from Symantec

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Paulo dos Santos

Network Administration and
Server Support Coordinator
BAND TV

Downtime incidents due to virus attacks hurt the quality of BAND TV’s nightly newscasts and caused viewer ratings to slip. The Brazilian TV and radio network installed Symantec software to guard its IT systems from viruses and other malicious code, reduce spam, improve data protection, and streamline recovery and restore operations. Symantec solutions have helped BAND TV eliminate downtime due to viruses, rid the network of spam, and dramatically reduce the time formerly spent on security administration and restore operations. And with information again flowing securely to journalists and producers, lost ratings points have been restored as well.

Fending off threats to the nightly newscast

Brazil is a tough environment for Internet security, and is known as one of the largest exporters of malicious code in the world.¹ BAND TV, a large and successful media company based in São Paulo, discovered how tough Internet security can be in the fourth quarter of 2002, when malicious code brought down its IT network 20 times.

“The greatest impact was on our journalists preparing the nightly newscasts,” explains Paulo dos Santos, network administration and server support coordinator for BAND TV. “When viruses temporarily knocked out our Internet access, the journalists lost their connections to the video feeds and text information that they use when preparing the news each night. In the worst of the attacks, our journalists lost access to applications for as much as a week before we could bring them back online.”

The disruptions prevented some key news stories from making it to the air, and news programs lost ratings points and audience share to the competition. In TV, almost nothing can hurt the bottom line faster.

COMPANY PROFILE

Based in São Paulo, Brazil, BAND TV (www.band.com.br), with 4,000 employees, is the third-largest and oldest TV and radio company in that country. Formally known as Grupo Bandeirantes de Comunicação, it has a broad portfolio of TV stations and networks and greatest number of radio stations in Brazil.

INDUSTRY

Entertainment

SOLUTION

Comprehensive Threat Management
Windows Protection

Comprehensive threat management from Symantec is blocking 2,000 viruses a day.

BAND TV had previously distributed a virus protection program to user desktops, but it was plainly ineffective. It lacked any centralized management or monitoring capability, leaving the process of downloading updates to each user. Plus, the updates did not keep up with the escalating number and variety of threats. After a virus attack brought down the main email server in 2003, dos Santos and his team knew that they needed to take action and find a better solution.

BAND TV looked at several options, but Symantec simplified the search by offering a beta copy of Symantec AntiVirus Enterprise Edition to install on email servers. The software immediately began blocking viruses, and the BAND TV IT team liked how easy it was to manage. Based on this positive experience, BAND TV installed the Symantec software across its email servers and approximately 700 desktops.

Since deploying the centralized Symantec solution, there has been no downtime due to viruses, and about 2,000 viruses are blocked a day. Ratings and audience share for the nightly BAND News have bounced back. Meanwhile, recent virus attacks that disrupted other TV networks in Brazil have left BAND TV unharmed.

Simplifying security administration

The Symantec AntiVirus software does more than just give the network two layers of defense—one on the server

and one on the desktop. It also allows the IT staff to remotely monitor and update its status and definitions from one location. Remote operation with this centralized solution has enabled BAND TV to reduce security administration time by more than 70 percent.

“Symantec AntiVirus software allows our staff of six analysts to watch over 700 desktops and keep them updated and secure,” says dos Santos. “We can now update 10 machines in five minutes, compared to the half hour or more it would take our technical support to attend to those desktops in person. Symantec software also lets us perform the updates during the workday, without disrupting our users and without requiring our IT staff to work late at night or on weekends.”

Restoring servers and desktops faster

These positive results led BAND TV to take further steps to minimize downtime by deploying Symantec Backup Exec™ System Recovery (formerly known as Symantec LiveState™ Recovery) solutions, which allow for rapid restoration of servers and desktops.

The need for fast restoration had become acute in December 2005, when a server that hosted video streaming services went down, keeping news off the air while the IT team spent a long night trying to rebuild it.

After a series of evaluations performed on intentionally disabled servers in its IT lab, BAND TV selected Symantec

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Backup Exec System Recovery Server Edition to backup and restore its critical email, Web, and domain control servers. The Symantec software gives BAND TV a faster, more reliable solution that captures a system’s entire live state in one easy-to-manage recovery point file that allows for quick restoration.

In BAND TV’s lab tests, server restoration with the Symantec solution took one hour or less, compared with four hours or more using the old method of tediously rebuilding the server step by step.

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BAND TV is also using Symantec Backup Exec System Recovery Desktop Edition to restore lost or accidentally deleted files on journalist and executive workstations more quickly and efficiently. As journalists hurry to prepare news broadcasts on deadline, time is of the essence. However, the old system backed up all desktop files to tapes that often proved difficult and time-consuming to locate and restore from.

The Symantec software has helped reduce restoration times from an average of 90 minutes to thirty minutes or less. This can make a critical

SOLUTION AT A GLANCE

Business Drivers

- Protect operations against disruption from Internet threats
- Boost productivity by minimizing spam
- Enhance business continuity through faster restoration
- Reduce the total cost of ownership for network security
- Reduce IT overhead

Technology Challenges

- Strengthen defenses against network threats and vulnerabilities
- Speed up data restoration
- Streamline security administration and reduce TCO
- Reduce spam and the time spent deleting it, without false positives
- Streamline server and desktop provisioning and restoration

Solution

Comprehensive virus protection, anti-spam, data protection and restoration across the IT network.

Symantec Products

- Symantec™ Premium AntiSpam
- Symantec Backup Exec™ System Recovery Desktop Edition
- Symantec Backup Exec System Recovery Server Edition
- Symantec AntiVirus™ Enterprise Edition

Symantec Services

- Symantec Gold Support
- Symantec Consulting Services
- Symantec Education Services

Technology Environment

- Applications: ENPS (News), SNAPfeed (News), Microsoft Exchange
- Databases: Microsoft SQL Server 2000 and 2005
- Server Platform: 60 Dell PowerEdge 1850 and 6800 servers running Microsoft Windows Server 2003

difference when there is a need to recover segments of lost video or text in time for inclusion in nightly newscasts.

Filtering out spam without false positives

By expanding its relationship with Symantec, BAND TV discovered a solution to its spam problems as well. As a focus of public attention, its TV networks were receiving tens of thousands of spam messages each day, representing about 70 percent of its total email. The problem was especially bad in the advertising sales department, where users were deluged daily with 200 to 300 unwanted commercial offers.

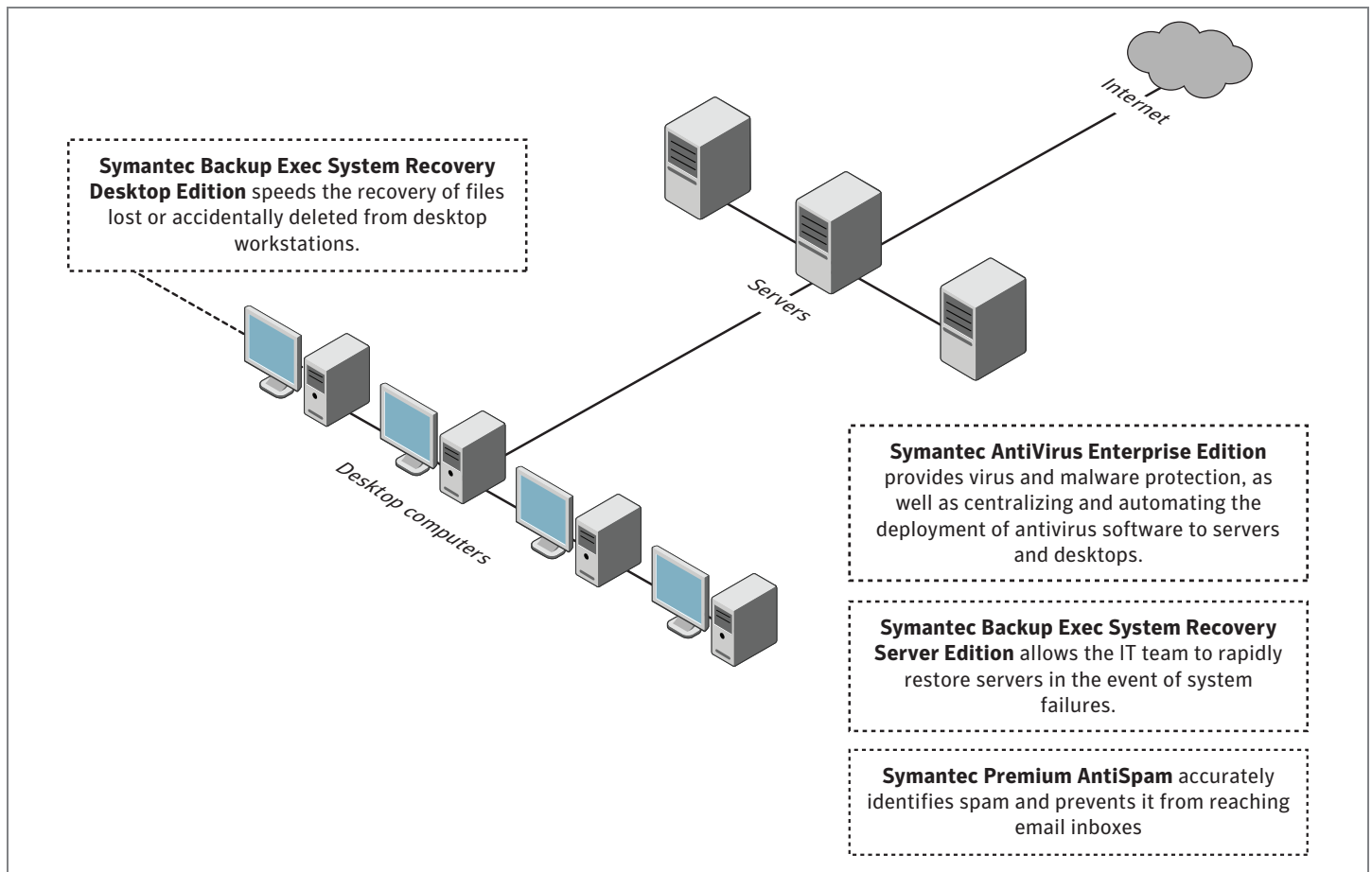
News personnel also received a large amount of spam; yet, they were concerned about anti-spam solutions that might generate false positives and impede communications with important information sources.

Symantec Premium AntiSpam solved the problem by filtering out more than 95 percent of the spam with virtually no false positives. The software saves an average of five minutes a day for the company’s 1,400 email accounts—which adds up to more than 30,000 hours a year, or the equivalent of 15 full time employees.²

“Since we installed Symantec Premium AntiSpam, our employees have become more productive and also more satisfied with our email services,” says dos Santos. “Spam-related trouble tickets have dropped 99 percent.”

Symantec support services are contributing to what has become a broad information security and data protection partnership with BAND TV. Symantec Gold Support provides fast response to resolve technical issues as needed. Recently, prior to an upgrade to the latest version of Symantec AntiVirus Enterprise Edition, BAND TV analysts took Symantec Education

BAND TV - SYMANTEC SECURITY AND DATA PROTECTION ARCHITECTURE



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BUSINESS VALUE AND TECHNICAL BENEFITS

Staff Time Savings

- 83% time reduction in updating PCs, from 30 minutes to 5 minutes
- 70% reduction in security administration time
- 700 desktops administered by just 6 IT staff
- 75% reduction in local server restoration time, from 4 hours to 1 hour
- 83% faster remote server restoration, from 6 hours to 1 hour
- 67% faster desktop restoration, from 1.5 hours to one-half hour

Operational Efficiency

- 70% reduction in incoming email because spam is blocked, with virtually no false positives
- More than 30,000 hours in productivity gain each year due to blocked spam²
- 99% reduction in spam-related trouble tickets

Enhanced Security

- 2,000 viruses blocked per day with 0.1% false positives
- Prevented disruptions increased competitiveness
- Downtime from viruses eliminated

Payback

- 100% payback on Symantec solutions in two months

Services classes on the new release and were ready from the first day of rollout to use its new features.

Delivering value not found in the manual

“Symantec has good documentation, but their support people and consultants give you even more value,” says dos Santos. “Symantec’s people have expertise in information security that you’ll never find just by reading a manual.”

BAND TV has tapped Symantec Consulting Services for advice on optimizing their security administration infrastructure. One new direction, now in the planning phase, is to use the

LightsOut Restore option in Symantec Backup Exec System Recovery Server Edition to enable the IT team to restore servers remotely. This capability will eliminate the need to attend to the impacted server in person, reducing demands on the technical support personnel at remote offices.

BAND TV also expects to save time now spent coordinating the activities at the remote offices with the IT staff at the main headquarters in São Paulo. Currently, it takes BAND TV anywhere from six hours to an entire day to restore a server at one of the remote offices, and the Symantec software, the team predicts, will reduce this process to one hour.

As dos Santos sees it, Symantec software “allows everyone at BAND TV to do more and better work, including our IT people.” This process began with the need to stop virus attacks, but it has now expanded to multiple solutions supporting the demanding security and availability requirements of a major TV and radio network conglomerate.

BAND TV estimates that the overall result has been 100 percent payback on all Symantec solutions in two months, and a far more secure environment in one of the toughest Internet security zones in the world.

¹ Technology-Brazil: Cybercrime Capital of the World? March 1, 2005, Inter Press Service News Agency

² 5 minutes a day deleting spam * 1,400 email accounts *5 days/week *52 weeks/60 minutes per hour = 30,333 hours/year