

BUILDING SOLID SECURITY ON FIRM FOUNDATIONS

THE LATEST VNU IMAGETRAK SURVEY HIGHLIGHTS THE GROWING MOVEMENT BY ENTERPRISES TOWARDS USING TRUSTED SUPPLIERS WITH A PROVEN TRACK RECORD TO PROVIDE ESSENTIAL PROTECTION

Security remains the high priority for large enterprises, and as the rising tide of threats continues to hammer business networks, more corporations are turning to suppliers with a proven track record.

The ImageTrak Business IT Survey, conducted by VNU Research at the end of 2004, showed that companies are looking to security suppliers that they know can be trusted to keep systems protected against the latest computer threats, as well as deliver the highest levels of customer service and satisfaction.

Jose Lopez, European Security Analyst for Frost and Sullivan, says that "trust" is now the key word for users when it comes to security. "Security is really complex and users want to be able to rely on their suppliers. That trust is determined by their personal experience and the supplier's track record – to develop trust, you need to deliver on your promises and you need to have a robust product that is easy to manage and does its job effectively."

Sophos was rated as one of the most trusted companies and also as one of the perceived market leaders in the ImageTrak report. Stuart Small, who heads Sophos' UK office, says that this shows the company is on the right track. "I think we have become a market leader because we have consistently shown that we are a trusted provider, and this report is independent validation of that fact. The results also show that we provide great value for money spent, that our products are reliable, easy to integrate and manage, and that our customer support is second to none. These are the kind of statements that make us proud of all the hard work we have put into making this company what it is today."

The company has broadened its portfolio in

■ ■ Sophos stands as the strongest alternative to the three top players... the company focuses entirely on the enterprise space and has shown consistent levels of growth for the last four years. The company has been praised for its customer support, which is regarded by many as one of the best in the industry. ■ ■

Frost & Sullivan World Anti-Virus markets report 2004

recent times, adding end-point and gateway security as well as anti-spam and policy enforcement solutions to its well-established anti-virus offering. The recent acquisition of a client firewall has added further weight to the Sophos proposition.

System security remains the top priority for business and financial decision-makers, with 97 per cent of respondents in the ImageTrak report

rating it as 'Very Important' or 'Fairly Important' over the next 12 to 18 months. This will place even more importance on suppliers to demonstrate the highest levels of competence and customer satisfaction. "It is important to have an established and loyal customer base and to have proved your worth," says Lopez.

Small believes that Sophos is more than up to the task. "We listen to our customers' specifications and then we give them what they want. We pride ourselves on doing this faster, smarter and better than any of our competitors."

Frost and Sullivan's Lopez says that the approach taken by Sophos differs from other suppliers in two important ways. "Sophos has excellent customer support and a really satisfied customer base. It also has a competitive product and is focused entirely on the enterprise market, and this makes it a serious alternative to the larger players." ■

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 **vnu business publications**

HIGH LEVELS OF CUSTOMER SERVICE ARE HELPING SOPHOS TO BUILD TRUST AND MAKE GROUND ON THE MARKET LEADERS

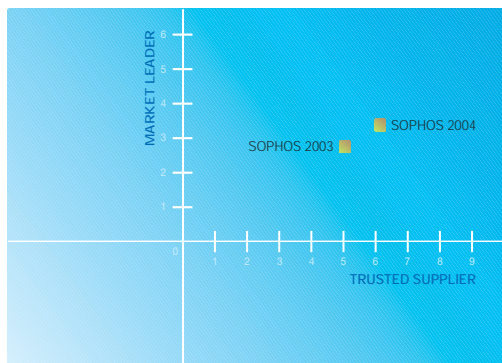
GROWING IN STATURE

The results of VNU's ImageTrak survey made encouraging reading for any organisation that has already, or is considering putting its trust in Sophos to deliver systems security solutions over the next few years. The company was given the highest average ratings for customer satisfaction – scored in five distinct sectors – and achieved particularly high ratings for reliability and ease of integration, as well as customer service and support.

The chart below shows that Sophos has

When a vendor loses sight of the quality of service and support it offers, that's the time to look for a new supplier: that's why we changed to Sophos

David Phillips, IT Facilitator, Technology Faculty, The Open University



As we have seen, virus attacks increase in sophistication and potential threat, it is always a considerable comfort to see Sophos keeping one step ahead

Phil Humphries, Infrastructure Manager, Surrey Police

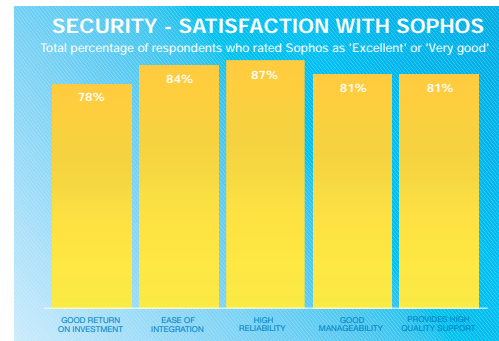
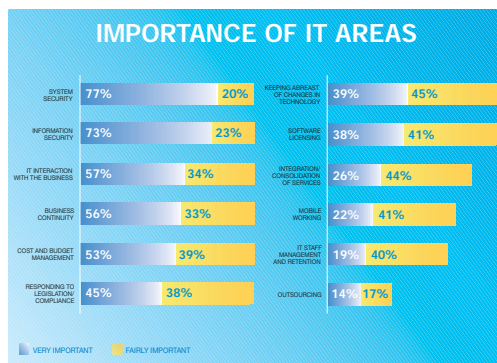
made considerable headway over the past year in terms of both being perceived as a market leader and a trusted supplier by enterprise customers. This is due, says Carole Theriault, Security Analyst at Sophos, to a combination of factors. The company has

broadened its overall offering to include proactive protection against spam, viruses, Trojans, and malicious spyware, as well as boasting advanced policy enforcement features. The company has also committed to

developing a client firewall to protect users from internet attacks, with its acquisition of award-winning firewall technology.

"Administrators today don't have the time to run around managing several installations of security software; they want a consolidated solution that can be trusted to protect their network from all threats," says Theriault. "Each member of our 1000-strong team works towards this objective, which is why we can produce award-winning software and provide award-winning customer service."

The findings, which look at the relative importance of different areas of IT, highlight just how critical it is for suppliers to provide



high levels of expertise when dealing with the changing threat landscape.

Over 90 per cent of decision makers saw System Security, ie the perimeter and physical security of systems, and Information Security – the integrity of their data, as ‘Very Important’ or ‘Fairly Important’. These areas were seen as the top priorities by some way and Sophos experts don't see this situation changing anytime soon.

"We are starting to see the securing of our computer network as an everyday necessity," says Theriault. "In the same way that we all lock up our houses at night to ensure the safety of our possessions and loved ones, businesses will continue to protect their companies and their staff from the ever growing number of computer threats."

according to Small, it is simply a matter of getting the basics right and consistently surpassing expectations. "It is a question of being sensitive to market shifts, giving customers the security tools they need and ensuring that these tools are protecting them against credible computer threats that plague companies today," he says.

Sophos was rated very highly for customer support and return on

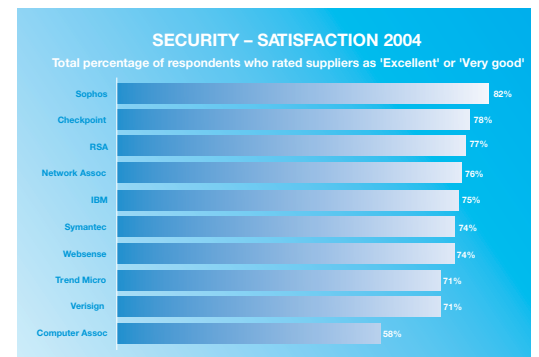
The choice of supplier or suppliers is predicted to become even more crucial in the future, increasing the importance of having an excellent customer service and satisfaction track record.

This is an area in which Sophos excels, and,

investment. The quality of its products were illustrated by high ratings for ease of integration, manageability and reliability. All these are areas which enterprises see as paramount when it comes to security.

As the importance of security grows to the enterprise, it is increasingly important to have access to real expertise in security threats and the way that they are developing.

Sophos' reputation for protecting customers for the ever-changing threats is indeed good and the company devotes considerable resources to this and to the further development of software, as well as making it both easier to use and manage. The effectiveness of this approach is reflected in the high rating the company achieves for overall customer service. ■



Sophos' enterprise solutions are completely intuitive – we were up and running in less than an hour. The management capabilities are well designed, providing a single point for installation, configuration and monitoring of Sophos' enterprise solutions, while the enhanced reporting features proved particularly useful and gave us peace of mind. If I had to sum up these products in one word, it would be 'wonderful'.

Henry Torrance, Lead Computer Network Specialist at the Department of the Environment, Maryland

FUTURE PROOFING

SECURITY THREATS TO BUSINESSES ARE ALWAYS CHANGING AND NO ENTERPRISE CAN AFFORD TO LET ITS GUARD DOWN AND INCREASINGLY THEY DEPEND ON THEIR SUPPLIERS TO ENSURE THAT THEY ARE FULLY PROTECTED. KNOWING THAT THEY CAN BE TRUSTED 100 PER CENT TO DO THE JOB, THEREFORE, IS VITAL

Many people assume that they will only ever know if the software is not up to scratch when it fails. This is a myth. Security software, like any software, has to be intuitive, light on system resources, and manage and update itself across entire networks automatically. Above all, it needs to provide good value for money as well as provide excellent proactive security against today's and tomorrow's threats.

With its excellent track record and very highly regarded customer service and products, customers of Sophos should feel very comfortable about their supplier. But there are also other important aspects of the company's approach that set it apart, according to Stuart Small, Director of Sophos UK.

"We only cater for business and enterprises – not for the home user. Having our staff's technical expertise honed specifically for network environments ensures that our customers will talk with someone who understands the complexity

of their network infrastructures. Servicing only businesses has another excellent benefit to our customers: there will always be someone available to answer your email or take your call. This may be one reason why Sophos' customer satisfaction rating is so high."

Another important area to consider is the nature of the threats that are now emerging, says Theriault. Viruses, spam and spyware, for example, are being made to work together to get through some security defences, while attacks are becoming more focused and malicious with a specific – often financial – objective.

"We're seeing organised crime becoming involved in spreading computer threats, meaning that a lot more resource is being made available to the virus writers. They are creating more dangerous and complex threats and that means security vendors, the authorities and government need to work together to combat them. Good news is that the number of arrests for computer crime is at an all-time high," Theriault explains.

As well as picking up on known dangers, pre-empting the types of threat that are likely to emerge and ensuring that they can be identified and prevented is vital now, says Theriault. Over the past two years, Sophos has been raising its game by acquiring companies and technologies with complementary skills and capabilities to its own and is now working to bring together solutions that are capable of dealing with today's consolidated malware.

At the same time, it is important not to allow security software to eat up all your network resources. Sophos is also making sure that its solutions will continue to be easy to integrate and manage as well as run as efficiently as possible. The aim, as it has always been, is to deliver a set of solutions that are efficient and effective, and provide total and continuous protection for the whole enterprise. As cutting-edge research makes available new technologies, Sophos continues to remain as one of security's front-runners. ■

CASE STUDY

SOCIÉTÉ GÉNÉRALE

MOVING FAST IN HIGH FINANCE

SOCIÉTÉ GÉNÉRALE HAS ADOPTED SOPHOS ANTI-VIRUS AS A GLOBAL SOLUTION TO SECURE THE INTEGRITY OF VITAL FINANCIAL INFORMATION

Société Générale is France's leading private bank and the sixth largest in Europe. It has hundreds of subsidiaries and more than 13 million customers globally and protecting the integrity of its data is essential. In 1995 the bank implemented a global strategy and chose Sophos Anti-Virus.

The software has been easy to deploy throughout the enterprise. "Distribution and management are important factors in choosing an anti-virus solution. With the help of Sophos, we had no problems and the deployment went very smoothly," says a security expert at the bank.

Updating the software is very simple despite the scale of the deployment. One of the things that the Société Générale particularly likes is the speed with which Sophos warns about new in-the-wild viruses. Sophos conducts virus analysis 24 hours a day within its global labs and all the Société Générale has to do is download the new virus identity files from the web site.

"Today, the real benefit is not having to run along the corridors with a disk in hand. The central administration, the technical support and the company's reaction speed are really the things that make the difference," concludes the

“ We like the way Sophos supports our needs and has integrated the changes which we have required into its product ”

François Jolivet, a Société Générale security expert, also emphasising that these issues are much more important to Société Générale, than the simple tally of viruses detected.