DER TAGESSPIEGEL

gemalto
security to be free

CASE STUDY

Der Tagesspiegel GmbH Secures Breaking News with Gemalto SafeNet Authentication Service

Der Tagesspiegel, a German daily newspaper, was looking for an authentication solution that would provide its users with a secure and convenient way to access the organization's online portal. In evaluating new technologies, the IT team at the publishing house for the whole Tagesspiegel group was actively looking for a cloud-based solution that would offer a seamless experience for end users. Gemalto SafeNet Authentication Service proved to be the right choice.

The Organization
Founded in 1945, Der Tagesspiegel is one of the most well-known and popular newspapers in Berlin, and one of the top five most cited daily papers in Germany. In addition to its main office in Berlin, Der Tagesspiegel also has regional correspondent offices in Washington, D.C., Cairo, and Potsdam.

The Business Need: Reduced TCO, Simplified Authentication
Given today's reality of a 24/7 news cycle, Der Tagesspiegel's portal needs to be available to staff, photographers, copy editors, and correspondents at all times. Securing access to these systems is also crucial, especially given the increase in hacking attacks against news organizations' IT infrastructure, and the immediate and permanent loss of credibility and reputation that can result from such a breach.

Der Tagesspiegel's IT staff was dissatisfied with their previous authentication solution, which relied on manual administration of users and tokens. Administrators were constantly struggling with having to field inquiries from journalists scattered in

Challenge
The IT team at Der Tagesspiegel needed to safeguard access to the organization's portal, but it was proving costly and time consuming to provide token support for their globally distributed staff.

Solution
With Gemalto SafeNet Authentication Service, the newspaper publisher was able to leverage a cloud-based authentication platform that offered automated administration and self-service capabilities for end users.

Benefit
With SafeNet Authentication Service, Der Tagesspiegel was able to reduce up-front expenses and ongoing operations costs, while gaining the peace of mind of safeguarding access to online assets on a 24/7 basis.

locations and time zones around the globe. Further, the costs of maintaining an on-premise solution and associated servers, along with administration and manual deployment of hardware tokens, were becoming too high.

Der Tagesspiegel required a solution that would significantly decrease the total cost of ownership of their authentication processes. In order to reduce these costs, the paper's IT management team decided to investigate a cloud-based authentication solution. The considerations were not just reducing up-front costs, which include servers and software, but the ongoing costs of management, provisioning, and maintenance. Der Tagesspiegel wanted a solution that would require minimum effort from IT staff and introduce minimal limitations to their journalists. Knowing that their users are mobile savvy and early adopters of technology, decision makers at Der Tagesspiegel were ready to move to a cloud-based authentication solution that offers support for multi-platform, smartphone-based software tokens.

The Solution

To meet their business and security objectives, the managers at Der Tagesspiegel chose Gemalto SafeNet Authentication Service. SafeNet Authentication Service is sold through a simple, low, per-user, per-month pricing model, with no hidden or additional costs. The solution automates all administration tasks, drastically reducing IT management overhead. Self-service portals allow users to manage tokens on their own, reducing help desk calls and support costs. Further, since this is a cloud-based service, Der Tagesspiegel significantly reduced its server and infrastructure costs.

The Benefits

Automation

User management and provisioning was one of the main pain points associated with Der Tagesspiegel's prior authentication platform. With journalists working in remote locations, it was difficult and costly to deploy hardware tokens. By increasing the use of smartphone-based software tokens, Der Tagesspiegel's IT staff has significantly reduced the time and cost of provisioning, administration, and managing users and tokens. Der Tagesspiegel's users were happy that they could select the type of token they wanted and install it themselves through the solution's self-service portal. SafeNet Authentication Service's ease of use helped increase user satisfaction, reduced help desk costs, and facilitated quick implementation.

Lower TCO

Through its cloud-based delivery, SafeNet Authentication Service helped Der Tagesspiegel reduce the cost of implementing a new authentication service by eliminating complex IT infrastructure and up-front hardware expenses. In addition, SafeNet Authentication Service's predictable, subscription-based pricing model facilitates easier budget planning. SafeNet Authentication Service further reduced the total cost of operation through automated management and extensive self-service capabilities.

Peace of Mind

The need to operate securely in real time at all hours of the day and night is critical to a newspaper. SafeNet Authentication Service offers Der Tagesspiegel 24/7 availability and protection in a trusted cloud environment, providing peace of mind for managers working in a high-pressure news environment.

"The Gemalto SafeNet Authentication Service has lowered costs and reduced administrative overhead in our IT department. For us, this cloud-based solution is the best way to work securely, and to save time and money."

Dr. Thomas Streubel, Team Lead, Network/IT Security, Der Tagesspiegel

About Gemalto's SafeNet Identity and Data Protection Solutions

Through its acquisition of SafeNet, Gemalto offers one of the most complete portfolios of enterprise security solutions in the world, enabling its customers to enjoy industry-leading protection of data, digital identities, payments and transactions – from the edge to the core. Gemalto's newly expanded portfolio of SafeNet Identity and Data Protection solutions enables enterprises across many verticals, including major financial institutions and governments, to take a data-centric approach to security by utilizing innovative encryption methods, best-in-class crypto management techniques, and strong authentication and identity management solutions to protect what matters, where it matters. Through these solutions, Gemalto helps organizations achieve compliance with stringent data privacy regulations and ensure that sensitive corporate assets, customer information, and digital transactions are safe from exposure and manipulation in order to protect customer trust in an increasingly digital world.

Contact Us: For all office locations and contact information, please visit www.safenet-inc.com
Follow Us: data-protection.safenet-inc.com

⊘ GEMALTO.COM

gemalto
security to be free