



Sunrise TDC Switzerland AG+ Secures Their Corporate Data

eToken USB Smartcard from Aladdin Selected for Strong Two-factor Authentication

"It was very important to us to be able to preserve the integrity of business-critical data in the notebook environment as well. We did not want to jeopardize our competitive advantages by accidentally revealing marketing or technical documents."

Ulrich Wolfensberger
IT Manager
Sunrise

Sunrise – a company offering their customers state-of-the-art telecommunications services in the area of mobile telephony, fixed-line networks, data and the Internet – found itself faced with a major task: the roll-out of more than 1,000 new notebooks for selected employees at the end of 2003. With the distribution of the new equipment, there was an increasing risk that notebooks would disappear, causing the loss of business-critical data.

Taking this into consideration, IT managers at Sunrise decided it was time to improve data protection for mobile equipment. In addition, the installation of approximately 160 PCs with cash register functions at large retailers was another project requiring a reliable data security solution, in this case, guaranteeing the protection of customer information.

Data encryption and authentication proved the best way to meet the increasing demands for data security, for both notebooks and stationary clients. Sunrise evaluated three potential authentication solutions, finally deciding on the Aladdin eToken.

eToken – A Viable Alternative to Traditional Smartcard Systems

eToken is considered a viable alternative to traditional smartcard systems. Compared to standard solutions, it does not require a separate reader, thus making it more affordable and easier to use. The reader is already integrated into the USB-based security key and linked to the smartcard chip.

eToken In Action

The eToken solution was implemented with the help of Zurich-based HIS Software AG. Corporate data was stored in encrypted form in specified directories on all notebooks. For performance reasons, only some portions of the hard disk were encrypted. User profiles and the eToken were managed centrally. As the use of passwords was now secure, users were ensured maximum security during the transmission of personal profiles and other private data. The use of the eToken for PC password management and for the encryption software was user-friendly and intuitive, ensuring complete transparency during encryption and decryption.

For encrypted data exchange between the cash registers and the central database server, the SecureSentryPro encryption module and the Pfiledos add-on module from Aliroo were used as additional elements of data protection. SecureSentryPro combines token and password authentication with "on the fly" disk encryption.

Cost-effective, Enhanced Enterprise Security

With the new system in place, Sunrise could now effectively realize protection of business-critical data without sustaining loss in performance from unnecessary encryption operations. The centralized management of user information with additional control options simplified administration. The complicated use of one-time passwords and of cards and tokens carrying data relevant to security was also eliminated.

Sunrise IT Manager Ulrich Wolfensberger, responsible for implementation of the project, said that a major consideration in selecting a solution was the ability to preserve the integrity of business critical data in the notebook environment. "We did not want to jeopardize our competitive advantages by accidentally revealing marketing or technical documents," he explained. "This also considerably reduced the risk of sabotage and manipulation of the technical equipment, such as mobile phone base station antennas and optical fiber transmission equipment."

Benefits:

- **Fully portable, user-friendly** – The size of an average house key, eToken is fully portable and easy-to-use.
- **Simple administration** – Reduces costs and streamlines implementation and maintenance by requiring minimal support.
- **Enhanced security** – Strong, two-factor authentication protects sensitive enterprise information.

In addition to appreciating eToken’s strong enterprise security features, IT managers at Sunrise have been impressed by its simple administration, and the fact that eToken requires a minimum of dedicated personnel resources. They plan to expand the new eToken security solution to all data and systems at risk within Sunrise.

About Sunrise TDC Switzerland AG+

Sunrise TDC Switzerland AG – headquartered in Zurich – offers their customers state-of-the-art telecommunications services in the area of mobile telephony, fixed-line networks, data and the Internet. The company was formed from the merger of diAx and Sunrise as TDC Switzerland AG, and currently employs approximately 2,500 staff.

About Aladdin eToken

Aladdin (NASDAQ: ALDN) is a leader in digital security, providing more than 30,000 customers with solutions for software commerce and Internet security since 1985. Aladdin eToken provides cost-effective strong user authentication and password management solutions. It provides secure network access; enhanced laptop and data security; and improved password and ID management. About the size of an average house key, the award-winning Aladdin eToken is easy to use and highly portable. eToken is available in USB and smartcard form factors, also offering one-time password technology and proximity capabilities.



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