

# eNetwork Software solution for security and directory integration

*“We expanded our business, increased revenue, and improved customer satisfaction at the same time. The demand for our secure Internet services has grown faster than projected.”\**

*—CEO of a telecommunication company*

A large telecommunication company, through acquisitions, has been expanding into the cable and media businesses. With regulatory constraints on how much telecommunication companies can charge for plain old telephone service (POTS), the company executives know they must reengineer their business. The company must increase their revenue and reduce expenses. And, more importantly, the company needs to provide new services to continue to grow the business.

For the next phase of expansion, the company decided to offer Internet services. It provides access to the Internet to businesses and consumers. The company now hosts and manages Web sites.

One of the biggest areas for reducing expenses is billing and order entry. While the company is efficient (compared to other companies in the industry) in reuse of information from initial-order entry systems, the telecommunication company still spends large amounts of time on input and verification of data. Errors in initial order entry increase costs and reduce customer satisfaction. The telecommunication company has not converged billing systems, and information duplication exists between various systems in different lines of business.

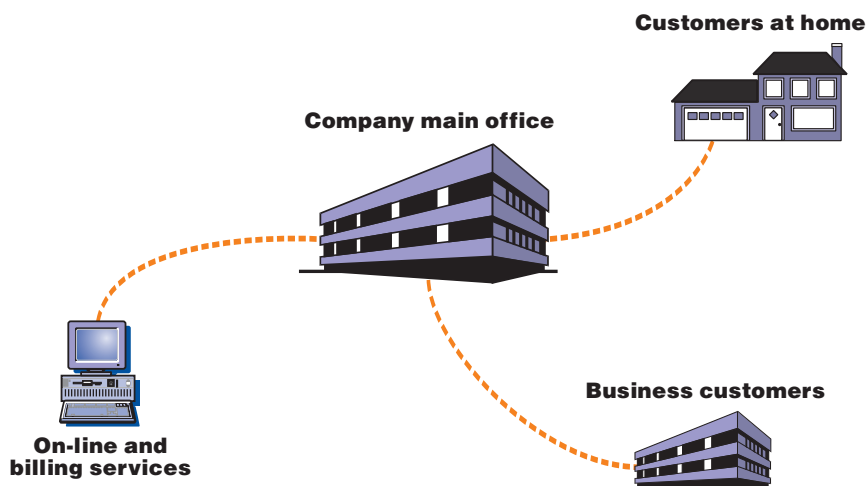
# Telecommunication



e-business

*“I like the personal attention. I just have to go to one place for everything—telephone, Internet services, and billing.”*

—Customer



Security is a big concern. The telecommunication company now offers value-add services from the Internet, not just access. Customers demand assurance that services and information performed and transmitted over the Internet are secure.

### **Business solution**

The telecommunication company is under increasing pressure to improve customer service, increase network usage, and reduce costs. The billing personnel need to serve customers—not worry about how to find customer records or other sensitive information. The information should be at their fingertips, fast, to provide efficient and personal service to keep customers from going to competitors. To provide enhanced customer service, the company wants to implement new services and improve its operation.

The company wants to allow customers to have direct access to electronic information services, billing data, and service information on the Web or through voice response. The telecommunication company personnel must be able to access all appropriate systems at any time. Therefore, access and coordination between multiple systems are required. With a single signon solution, employees find it easy to access different systems within the company. Customers are able to give information directly to the company representatives who can respond to their needs with the right information quickly.

As the number of Web customers is increasing, Web site hosting and Internet service-provider access services can provide these customers with more services. Telecommunication company personnel are experienced in managing large information centers, complex networks, and the existing high bandwidth network. With these critical core

competencies, the company also offers managed security services. These services provide a natural growth opportunity for the telecommunication company and peace of mind for the customers.

### **Customer environment**

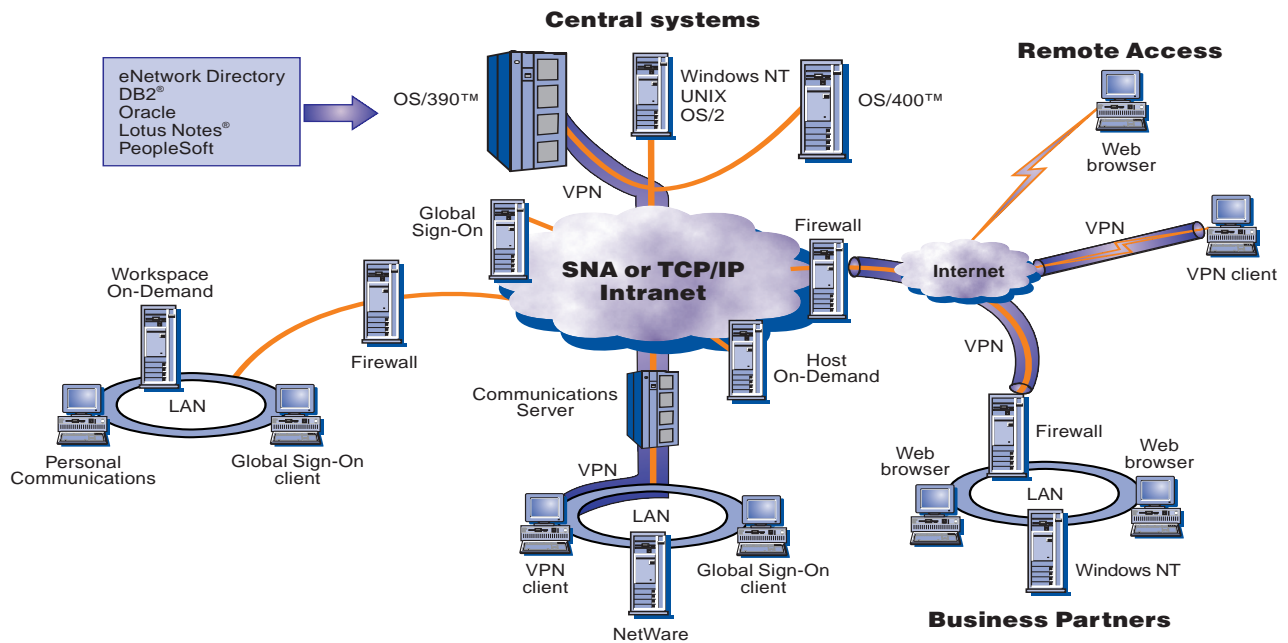
The telecommunication company network includes:

- A data center with an OS/390™ environment
- Traditional applications for customer billing and ordering

### **IT solution**

IBM® offers a comprehensive security solution that is reliable and supports the security needs of the enterprise:

- Install IBM Global Sign-On to ensure that secure data can be accessed from anywhere on the network with the ability



to log on only once. IBM Global Sign-On is designed for large enterprises consisting of multiple systems and applications within heterogeneous, distributed computing environments. It eliminates the need for users to remember multiple logon user IDs and passwords. IBM Global Sign-On supports multiple clients, including OS/2®, Windows® 95, and Windows NT® clients. This software is compatible with a wide range of target systems and is the only single sign-on product on the market with integrated support for Tivoli® User Administration.

- Install IBM eNetwork™ Firewall where telecommunication companies link to the Internet. IBM Firewall eliminates security exposure and prevents unauthorized users from accessing your network. It automatically and immediately notifies the company of security breaches. IBM Firewall provides functions that let you manage your Internet connection and centrally manage multiple firewalls from a single point.

- Use Virtual Private Network (VPN) technology to allow users to securely exchange information across the Internet with other companies and reduce the cost of expensive leased lines. IBM offers a complete set of virtual private network services, including data integrity checking and authentication.
- Use IBM KeyWorks Developers Toolkit to add industry-standard, strong cryptography, and certificate-based authentication to applications developed by the telecommunication company. IBM KeyWorks supports both clients and servers in AIX®, Windows NT, and Windows 95. It supports a three-tier enforcement policy for the recovery of encryption keys.
- Install IBM Antivirus software to protect data from viruses by detecting, verifying, and removing them.

### Major advantages

With the eNetwork Software solution for security and directory integration, telecommunication companies can:

- Expand business to offer managed services, such as hosting and managing networks, or as part of a complete transport offering to businesses
- Improve customer satisfaction by providing accurate billing and improved customer service
- Increase employee productivity and system security with a single signon solution
- Reduce liability risks of potential loss of data by providing protection against computer viruses
- Reduce expenses for billing and order entry

## **eNetwork Software solution for security and directory integration**

IBM eNetwork Software security and directory integration solution provides you with peace of mind that your business is secure, while helping you to leverage the Internet with your existing enterprise information technology investment. Build on what you have. You can connect different kinds of networks on different kinds of platforms—you can have a system that communicates anywhere across the Internet. IBM delivers integrated information security solutions so you can enforce network security policies and your business can exploit the Internet with confidence. Address all aspects of your security challenges through one proven security vendor—IBM.

The eNetwork Software solution for security and directory integration works simply to provide:

- Authorization. Gives access to only fully identified and authorized clients. Access control list and data protection methods, such as encryption, maintain privacy. Information is seen only by the intended recipients.
- Accountability. Determines who performed any action and when it happened through the system's accountability features
- Availability. Prevents or recovers quickly from security breaches to keep networks, systems, and applications running.
- Investment protection. Allows the infrastructure already in place to work with existing applications. This solution provides secure intranet and Internet access, regardless of platform and network environment. You can grow your business to meet your future needs by providing a scalable directory to maintain a highly reliable network.
- Peace of mind. Keeps its system security promises. It ensures networks, systems, and applications are available when you need them.

## **IBM Security Services**

IBM Security Services help customers assess and improve security in their computing environments. These services address exposures across operations, including networks, systems, applications, policy and management systems, and physical site security. IBM has the unique capability as a security services provider to give customers a choice of individual offerings, from simply provisioning systems to a comprehensive security solution.

IBM Security Services help you plan, design, construct, and operate secure information technology environments. IBM's security specialists have years of experience helping clients understand and address information technology challenges and e-business security issues. IBM experts will help you plan, design, construct and operate a secure environment for your e-business applications. IBM assesses your current security strengths and vulnerabilities and work with you to develop a custom security architecture for your e-business. IBM helps you develop a custom security program that combines many of the following elements of a total security plan:

- IBM Security Assessments and Planning Services
- IBM Security Architecture and Design Services
- IBM Security Implementation Services
- IBM Security Management Services

## **For more information**

Find out more information about the security and directory integration solution. Visit the eNetwork Software Web site to order an evaluation kit and put our solution to the test, or contact your IBM representative or IBM Business Partner at:

[www.software.ibm.com/enetwork/](http://www.software.ibm.com/enetwork/)



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\* This scenario is a composite based upon typical customer requirements and not intended to represent a specific customer engagement. Individual customers will have different requirements. Contact your IBM representative to discuss your specific needs.



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