



# Network security gets a complete makeover

Leading fashion retailer Benetton Spain enhances in-store customer experience using next-generation firewalls and lowers cost of network security by 39 per cent



## Customer profile

**UNITED COLORS OF BENETTON.**

<b>Company</b>	Benetton Spain
<b>Industry</b>	Retail
<b>Country</b>	Spain
<b>Employees</b>	900
<b>Website</b>	<a href="http://en.benetton.com">en.benetton.com</a>

## Business need

Benetton Spain looked to enhance store operations across the country by gaining better control of network connections between 100 stores and at head office.

## Solution

The company chose Dell SonicWALL next-generation firewalls with the Dell SonicWALL Global Management System to protect its stores and deliver its goals.

## Benefits

- Benetton Spain cuts connectivity and security costs by 39 per cent
- Customers enjoy great brand experience because in-store applications perform more effectively
- Rapid checkout from bandwidth management delivers high customer satisfaction
- Firm stays compliant with PCI decision support system (DSS) to ensure credit-card security
- Business boosts agility with simplified management of network

## Solutions at a glance

- Network Security

“Besides guaranteeing customers a great level of service in-store, we have the agility to change our operations in line with customers’ requirements with our Dell SonicWALL solution.”

*Joan Taribó, Operations and IT Manager, Benetton Spain*

High-street fashion retailers have it tough. They need to pay as close attention to price and customer experience in-store as they do to delivering great designs twice a year. One company that knows how to get all of these elements right is Benetton.

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The business became famous in the late 1980s and early 1990s for its provocative ads, and has gone on to build a global organisation with around 6,500 stores in 120 countries.

Benetton has a major presence in Spain, with more than 300 stores across the country. Its head office is in Barcelona, where a small team of IT personnel manage the operation’s centralised systems. Efficiency is at the forefront of Joan Taribó’s mind. A key part of his remit as operations and IT manager at Benetton Spain is to find ways to deliver enhanced services at lower cost. So when the contract for the network – a Multiprotocol Label Switching (MPLS)-based system – connecting head office to stores needed to be renewed, he put negotiations on hold. He was convinced he could get a better deal elsewhere. As it was, Benetton Spain faced the costs of the MPLS connection, a pair of Cisco firewalls and a Microsoft® Internet Security and Acceleration (ISA) Server to maintain a secure network. Besides expense, there wasn’t adequate control, which meant the company couldn’t allocate bandwidth to individual applications. There was a risk that operations could be affected at busy times if crucial applications, like the payment system, failed to get the bandwidth they needed. “We were ready for a change,” says Taribó. “This was the moment to get greater value from our network.”

#### **Firm finds single solution to meet multiple business needs**

Taribó studied alternatives. He looked at other MPLS offerings while also reaching out to Dell, a long-standing provider of server and storage solutions

to Benetton Spain. The Dell SonicWALL solution made an immediate impression, delivering the same efficiency as an MPLS network connection, but with the protection of a next-generation firewall. Taribó quickly realised he could achieve the performance and security required and looked to get a more detailed understanding of Dell SonicWALL technology.

At this point, Dell SonicWALL partner Upper Solutions stepped in. The partner provided a complete solution design and aided the company in a proof of concept (POC) involving 10 stores. The POC lasted 60 days, and, as a result of its success, Benetton Spain decided to roll out the same solution across its entire Spanish network. The work of Upper Solutions was crucial. It acted as a single point of contact for the customer, as well as being responsible for the deployment and configuration of Dell SonicWALL technology in-store. The service was so impressive that Taribó asked the partner to take on the management of the solution on behalf of the IT team. “We liked the fact that Upper Solutions took on-board our needs before designing the POC.

#### **Products & Services**

##### **Hardware**

Dell SonicWALL NSA 4600 firewalls

Dell SonicWALL TZ 105 firewalls

##### **Software**

Dell SonicWALL Global Management System

It was instrumental in the success that followed and gave us a good idea of the excellent service we could expect. We felt that the collaboration between Dell SonicWALL and Upper Solutions was close and both parties worked well together. We gained great insight into the technology through extensive knowledge transfer at the deployment stage. But we still believed it was more cost effective for Upper Solutions to manage our investment day to day," says Taribó.

### **Benetton Spain lowers costs for better network protection by 39 per cent over 4 years**

The first thing that caught everyone's attention was the reduction in total cost of ownership as a result of switching to Dell SonicWALL. The solution consists of two Dell SonicWALL NSA 4600 Network Security Appliances at the centralised data centre and Dell SonicWALL TZ 105 network security firewalls at each of the 100 stores. The NSA 4600 is a next-generation firewall, delivering security and performance. It offers industry-leading protection and scalability to support large numbers of concurrent users, low latency and no limitations on file size. The TZ 105 offers intrusion prevention, anti-malware and content/URL filtering, along with deep-packet inspection. Combined, the technology exceeded the capabilities of the previous MPLS technology and Cisco firewalls, but also came in at a lower price point. Taribó comments: "We will ensure the complete protection of our network with Dell SonicWALL, while spending 39 per cent less compared with our previous solution. This is important for Benetton Spain, helping fund new projects to monitor the effectiveness of our store operations."

### **Customers enjoy engaging in-store environment, maximising brand experience**

A lot of work goes into creating the in-store environment so that shoppers have a great experience every time they visit. Today, it's easier for Benetton

Spain to deliver that seamless brand experience with the support of the Dell SonicWALL solution. Because the technology enables the firm to allocate specific bandwidth to store applications, it can ensure that the video wall, which displays Benetton campaigns, or the store music system are updated in line with company policy. These elements work together to create the desired shopping environment. What's more, the solution will help Benetton Spain further improve the environment over time. It has enabled the organisation to install a new application that monitors the number of store visitors as well as the time and day they enter the store. With this information, designers can build on the retailer's success and ensure the stores across Spain continue to meet the needs of consumers. "We have tight control over the network nowadays and can manage bandwidth per application using the firewall. The beauty of our Dell SonicWALL solution is that we can use it to create better store environments for our customers," states Taribó.

### **Rapid checkout equals great customer satisfaction**

This same level of control also helps Benetton Spain ensure that customers can pay for their purchases in-store as quickly and efficiently as possible. Using Dell SonicWALL, the company guarantees the bandwidth necessary for the wireless payment card solution to work effectively. And in the event of any outages, the solution has been architected so that the application will automatically failover to a 3G network – avoiding any disruption to customers or stores. Plus, there aren't any restrictions on the hours that the network, can be used, unlike the MPLS network where Benetton Spain had to agree weeks in advance with the service provider if it wanted to extend operating times. This means that Benetton Spain can offer customers 24-hour shopping if required without too much planning. "Besides guaranteeing customers a great level of service in-store, we have

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### **Company finds it easy to ensure compliance on credit-card security**

As a retailer, Benetton Spain has to comply with numerous safeguards to protect consumer data, including bank details. Because the Dell SonicWALL solution is based on IP Security (IPsec) virtual-private-network technology, it is PCI compliant and meets the stringent requirements of all the leading credit-card companies. Taribó says: "We face the PCI DSS v2.0 and now the v3.0 requirements, which cover areas such as having a secure firewall and anti-virus solution in the gateway. We can safely meet these and other needs with our Dell SonicWALL technology."

### **Personnel stay productive with tailored access to web**

Employees can be at their best in-store and across the entire operation with internet access determined by each person's role. This way, Benetton Spain knows that staff won't be distracted by browsing on sites that aren't related to their jobs. With SonicWALL, for example, store personnel can see the Benetton Spain website and reach other sites that could help them deliver a better service to customers. At the same time, people in the marketing department gain access to a full range of sites, including social networking, which they need for their work. Taribó comments: "Shop assistants access the internet without the distraction of non-productive sites. The other advantage is that we can provide a secure network for internal use or guests with the Dell SonicWALL TZ Series."

He adds: "The Dell SonicWALL Content Filtering Service offers us more than 64 categories for filtering internet access. We can set up different policies per user groups based on their needs."

### **Business boosts agility with simplified control of network**

Benetton Spain can be more agile with the introduction of Dell SonicWALL. Taribó makes the point that the Dell SonicWALL Global Management System gives the retail firm the power to apply rules to the TZ 105 firewalls in minutes with simple commands through a centralised console. He provides an example: "We had issues in some locations with our internet connectivity. We quickly deployed a 3G failover across the TZ firewalls and solved the issue." He reiterates that being able to control bandwidth per application enhances the company's overall agility. "We can't predict what applications we'll need in the future," says Taribó. "But we do know that we'll be able to balance the needs of the entire application stack while ensuring we're protected against malware and network intruders 24x7. This is all thanks to Dell SonicWALL. It gives you a good feeling."

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