

HARIBO Italia secures its confidential information of its CRM program with DIGIPASS and IDENTIKEY

HARIBO Italia, the Italian subsidiary of the multinational company HARIBO, is Italy's leading supplier of gums and jellies. In order to manage its sales contacts and information, the company's sales agents use an in the cloud CRM program. HARIBO's fifty five sales agents, spread all over the Italian territory, can now use DIGIPASS GO 6 together with the Barracuda SSL-VPN solution, to securely and remotely access the CRM program.



Founded in 1920, HARIBO produces fruit gum and licorice sweets. The company employs 6,100 employees at 16 sites worldwide and exports to more than 105 countries all over the globe. In order to allow remote sales agents to access the CRM-data, add orders and manage sales activities, HARIBO went looking for a solution that could provide remote access to its sales agents from anywhere without jeopardizing the confidentiality of the business-critical data.

MY JOB? SELLING CANDIES. ANYWHERE, ANYTIME

As the Sales Agents operate from everywhere in the country and do not have access to a company computer, a secure solution had to be found to log-on securely to the CRM program. It goes without saying that the business-critical and confidential information had to be strictly safeguarded, as the CRM program contains contact details and other sensitive information about customers that may not fall into the wrong hands.

Static passwords were perceived as the weak link in the security of the company. It is commonly known among hackers that people tend to choose passwords related to their close environment. Pet names, family names, birthday dates and nicknames are popular inspiration sources in the search for a password. Hackers dispose of various technologies to decode passwords and thus, the meaningful information can be consulted by the wrong people.

It is obvious that this scenario should be avoided at any cost. On top of this, static passwords were the source of many help desk calls at HARIBO, which resulted in increasing costs and frustrations at the IT-management department. These two main problems could easily be solved by VASCO's DIGIPASS.

A USER-FRIENDLY AND FLEXIBLE SOLUTION

HARIBO posed a couple of specific requirements that had to be met. The main requirement was to deploy a solution that was easy to use for the sales people, who usually are not really familiar with computer techniques. A second condition was the low impact on the IT-infrastructure, as the burdening of the IT-department was particularly a stumbling block for HARIBO when looking for an integrated solution. Thirdly, the solution had to have limited deployment costs and finally, HARIBO did not want to install client software on every end-user's PC.

Once these requirements were laid down, HARIBO compared several solutions. To secure remote access to its CRM-program, the company opted for VASCO's DIGIPASS GO 6 in combination with IDENTIKEY server software. This centralized server verifies the authentication request and makes sure that the one-time password generated by the DIGIPASS GO 6 is quickly and correctly validated.

"DIGIPASS GO 6 met our needs utterly," says Mrs. Grazia Anghileri contently. "Its ease of use, its low deployment and management costs and the absence of software or drivers to be installed at the client-side, persuaded us. Today, every HARIBO Sales Agent in Italy has comfortable access to the Salesforce program and can use it with ease for the daily business activities. Everybody thinks it is an outstanding and flexible solution. The initial diffidence was quickly overcome by the ease of use of DIGIPASS GO 6."



PLAIN AND SIMPLE INTEGRATION

Employees simply log-on to the CRM program with their own password and a one-time password generated by DIGIPASS GO 6. At a push of the button, a new password is generated which will only be valid for 32 seconds,

rendering it useless when intercepted by hackers as it cannot be reused. Once the password has been validated by the IDENTIKEY server, the user is authenticated into the CRM program.

For the implementation, HARIBO Italia worked closely together with their security partner PMC International, a system integrator with more than 10 years of experience. "The integration was flawless and very fast," Mrs. Grazia Anghileri stated. "Moreover, there was no need to install software or to deploy a driver at client-side. IDENTIKEY was seamlessly integrated into our existing SSL/VPN solution, significantly easing the provisioning of our fifty five end-users."



Objective

HARIBO Italia wanted to implement a security solution, enabling its sales agents to access CRM-data, add orders and manage sales activities from home or on location. The objective of implementing a security solution was to enforce privacy and confidentiality in the CRM-application.

Challenge

User-friendliness was of crucial importance. HARIBO's sales agents should not perceive the solution as an obstacle. A limited deployment cost and a low impact on the existing IT-infrastructure were additional deciding factors. At last, no client software installation may be installed.

Solution

VASCO's DIGIPASS technology allowed HARIBO to guarantee secure access to its CRM-program in a very cost-effective manner. The one-button authenticator is very simple to use and was readily accepted by its end-users, the sales agents. They can now securely access confidential information anywhere and anytime, by using DIGIPASS GO 6.

About HARIBO



HARIBO, an acronym for HAns Riegel BÖnn, was founded in 1920. Today, HARIBO is the leading producer in the fruit gum and licorice sector and includes renowned brand names such as MAOAM. The company employs approximately 6,100 employees at 16 sites worldwide. The original "Tanzbär" (Dancing Bear), created by Hans Riegel himself, is today HARIBO's cult figure and known worldwide as the famous Gold Bear. Over 100 million Gold Bears are produced daily. In 2009 HARIBO has been elected for the seventh time in succession in Germany to be the most trusted confectionery brand, which confirms the high quality of its products.

About VASCO

VASCO is a leading supplier of strong authentication and e-signature solutions and services specializing in Internet Security applications and transactions. VASCO has positioned itself as a global software company for Internet Security and designs, develops, markets and supports patented DIGIPASS®, DIGIPASS PLUS®, VACMAN®, IDENTIKEY® and aXsGUARD® authentication products. VASCO's prime markets are the financial sector, enterprise security, e-commerce and e-government.

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