



Success Story

Russian Digital Ad Company Thrives with Zyxel Security Solution



Digital Advertising



Screen Media



Russia



Zyxel security solution

Overview

Challenges

- Evaluate existing network infrastructure and find a replacement strategy
- Build a state-of-the-art network with enhanced speed, efficiency, and reliability
- Develop and implement firmware for more than 550 routers

Solution

- Zyxel Security Solution

Benefits

- Trained company to set up powerful UTM firewall at its central office
- Upgraded routers and created a unique firmware solution
- Constructed a star-scheme VPN for secure broadcasting of audiovisual content

"Zyxel had a whole line of models to choose from. They also offered good prices for the selected equipment, a 3-year warranty, and—most importantly—agreed to develop an individual firmware for the routers used for this particular project."

Vadim Sumin,
IT Director, Screen Media

Background

Screen Media was founded by the Russian-based Video International Group of Companies in 2006. The fledgling company would be responsible for delivering televised promotional content to public access areas across the country. While Screen Media had a substantial network infrastructure at the time, it was by no means future-proof. By 2015, the company was managing content for more than 550 supermarket locations alone. Anticipating increasing demand in the years ahead, Screen Media became concerned about its ability to maintain the integrity and quality of its service to the supermarket sector. Its management decided, after much deliberation, to completely replace its network infrastructure.



Challenges

The technical team at Screen Media was tasked with creating a network from the ground up. This network needed to possess the speed, efficiency, and reliability necessary to meet the growing demands of the company's clients—now and for years to come. Additionally, the team was asked to find ways to reduce the likelihood of equipment failures and communication breaks at both the facility housing the central server and the countless

remote locations.

After looking at four communications companies, IT Director Vadim Sumin and his team at Screen Media were most impressed with everything Zyxel had to offer: the necessary hardware at low prices, a three-year warranty and the willingness to develop unique firmware tailored to the project.

Solutions and Benefits

The elaborate network upgrade took a year to accomplish. The first step was installing the **ZyWALL USG1100**—Zyxel's powerful UTM firewall—in the central office.

"It was very helpful that all our specialists took Zyxel Certified Network Engineer courses at their Russian training center," complimented Sumin. "This allowed employees to clearly understand what they were doing and work independently with the equipment at all stages."

The next step was to upgrade the hardware at the numerous broadcast locations. During the implementation of the **ZyWALL USG40**, Zyxel's all-in-one next generation firewall for small businesses, Screen Media faced some hurdles. After the purchase of the routers for the commercial sites, they had to laboriously re-flash—a tech term roughly meaning "replace"—the firmware of each router. The support team at Zyxel was able to walk the company through the process, ensuring that the new firmware was working as intended.

After constructing a secure, star-scheme VPN, where a central node communicates with a network of surrounding

hardware and software, Screen Media was able to reliably deploy its audiovisual advertising content. It also had the ability to compile and analyze viewer statistics in greater detail, making it easier to meet the needs of its rapidly expanding client base. The growing company now has screens at over 1,000 supermarket locations.

"We are pleased with the result," states Sumin. "Our clients are provided with a secure system, and our own resources are highly optimized. Now we can tackle even more interesting and innovative tasks in the interests of the advertiser."

Screen Media currently manages more than 10,000 multimedia screens at a variety of public access areas throughout Russia; it anticipates the number could balloon to an astonishing 25,000 screens within the next few years.

A digital advertising company facing daunting challenges is now—only a few short years later—expanding like never before. This is what the network professionals at Zyxel can do: transform a promising business into a thriving enterprise.

Products Used

ZyWALL USG1100 • Unified Security Gateway



- UTM Firewall for medium- and large-sized businesses and campuses
- Anti-malware protection with Anti-Virus, Anti-Spam, Content Filtering 2.0, IDP, and Application Protocol
- Patrol and SSL inspection
- Robust SSL, IPSec, and L2TP over IPsec VPN connectivity and VPN High Availability (HA)
- Unified security policy
- Device HA Pro ensures smart handover
- Hotspot management supported

ZyWALL USG40 • Unified Security Gateway



- All-in-one Next Generation Firewall (NGFW) for small businesses
- Anti-malware protection with firewall, anti-virus, anti-spam, content filtering, IDP, and next-generation application intelligence
- Robust SSL, IPSec and L2TP over IPsec VPN connectivity
- Built-in WLAN controller for centralized management of up to 10 APs

About Zyxel Communications

Focused on innovation and customer-centricity, Zyxel Communications has been connecting people to the Internet for nearly 30 years. Our ability to adapt and innovate with networking technology places us at the forefront of creating connectivity for telcos and service providers, business and home users. Zyxel is building the networks of tomorrow, unlocking potential, and meeting the needs of the modern workplace — powering people at work, life, and play. Zyxel, Your Networking Ally.

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