



Success Story

India-Based Telecom Secures Data Network with ZyXEL Security Solution

“ZyXEL Unified Security Gateways provided us with a complete solution with features like firewall, NAT, bandwidth management and VPN tunnel etc. The solution offered is secure, efficient, and, at the same time, cost effective. We are glad to have a competent technology partner with world-class support.”

Shiva Shankar

Chief Executive Officer
Call2Action Communication India Pvt. Ltd.
(A Talisman Company)

Overview

Customer Name

Call2Action Communication India Pvt. Ltd.
(C2AC)

Customer Industry

Telco, Enterprise

Challenges

- Connect multiple branches with WAN router solution
- Solution must offer thorough LAN security via firewall
- Provide WAN gateway/unified threat management box to push policies like antivirus, anti-spam, anti-Trojan, web content filtering, intrusion detection/prevention
- Provide bandwidth management

- Must be stable, reliable and easy to manage
- Must be cost-effective

Solution

- Unified Security Gateway

Benefits

- Robust security platform that does not sacrifice performance
- Extensive hybrid VPN support
- Content filtration for malware and Web threats
- Comprehensive support to IPv6
- Single-box solution
- Thorough e-mail security
- Excellent price-to-performance ratio
- Regional on-site support

Background

Talisman is an enterprise telecom VAS platform with a product suite that seamlessly integrates online and offline customer interactions on voice, SMS, e-mail, or by click to offer complete monitoring and control of the enterprise.

Talisman is represented by Call2Action Communication (C2AC) in Bangalore, India. As a wholly owned subsidiary of Talisman Telecommunications, C2AC conceptualizes and creates value added services in partnership with Telecom Service Providers (TSPs) and System Integrators, commercializing these services.

Leveraging "voice" and "data" resourced locally, all of these VAS initiatives are designed to run on the Talisman Platform. Keeping up with business trends, these services are delivered to the end consumer on a pay-per-performance basis with no CAPEX (typical telecom-type services based on usage). C2AC has a sister company, Talisman Unified Communications Pty., Ltd., operating out of Australia.

Challenges

As a VAS company, C2AC has to access, integrate, and extract data, as well as pump in patches to many of their client's networks. Therefore, their network and its security parameters are critical because the data is vulnerable on both sides.

Moreover, the company's branches must be linked worldwide. A single security breach would not just result in a huge business loss, but also jeopardize operations across multiple facilities and development centers around the world.

Therefore C2AC's key requirements were to have:

- A WAN router for branch connectivity
- A secured firewall for LAN security
- A WAN gateway/unified threat management box to push policies like antivirus, anti-spam, anti-Trojan, web content filtering, intrusion detection/prevention
- A bandwidth management box
- Virtual private network tunneling over the Internet to make the inter-branch connectivity completely secure

Solutions and Benefits

To provide secure voice connectivity between approximately 50 branches the solution was expected to be out-of-the-box, tailor-made, robust, reliable, scalable, and cost-effective. But at the same time, security was the top priority

C2AC intended to buy multiple devices, which was not deemed a good idea by the system administrators, as five elements of the WAN created five potential points of failure, and threatened low uptime commitments. Although the purchase was nearly completed with several competing vendors, ZyXEL stepped in with an ideal solution.

The IT department was interested in learning more about what ZyXEL had to offer after the initial presentation on its Unified Security Gateway family of products. IT staff were impressed by the USG family's five-in-one concept of a branch-in-a-box from an inventory management perspective, as well as a better up-time commitment for the network.

Now that the search for the solution was over they moved on to the second phase, which was to lock in the principle brand, for which they laid out the following parameters:

- Ability to customize solutions, therefore a strong technical team with lab facility to recreate the field scenario and work out a solution
- Local presence & deployment across India, with distributor/partner and own manpower spread across the region
- Support & service across the country with call centers and RMA centers throughout India
- Speedy delivery with strong SCM & warehousing in India

The devices had to offer rock-solid stability, as the business would depend on them for thorough security, a key concern. They also had to be completely robust to withstand India's fluctuating power conditions.

Cost effectiveness and price-to-performance ratio were also a concern given regional budgetary limitations. In addition to the above, the following were key issues mandated by management:

- New business requirements
- Implementation on new functions/features
- New technology trends requiring new solutions
- Improvement of business efficiency and operations

C2AC settled on a solution built around ZyXEL's USG50 unified security gateways.

It was a tricky account, as the purchase staff wanted the least expensive solution, but the IT staff refused to compromise on the feature sets ZyXEL offered. While the IT staff was almost sold on the idea of single-box solution on "branch-in-a-box", it was still a difficult puzzle to solve. Finally, the solution's high return on investment and low total cost of ownership provided the answer.

The project's finance language made sense to the purchasing department, while ZyXEL credentials and product features convinced the tech team.

The key to success was the feature set of USG family. The branch-in-a box concept set the product apart and was the most liked aspect of the entire solution.





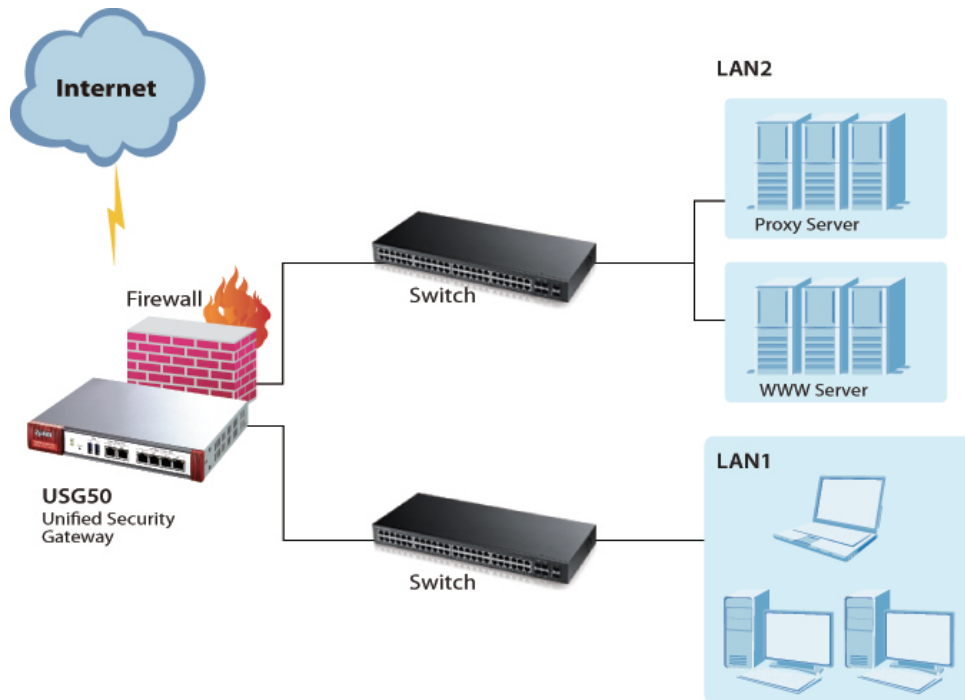
Products Used



USG 50 Unified Security Gateway

- NHybrid VPN
- Content Filter
- Endpoint Security Check
- User-Aware Policy Engine
- Bandwidth Management
- USB for support 3G dongle
- Windows 7 ready

Diagram



About ZyXEL Communications

ZyXEL Communications Corp., founded in 1989 and headquartered in Taiwan, is the leading provider of complete broadband access solutions. As one of the early modem manufacturers, ZyXEL has gone through transformations in the fast-paced networking industry. Delivering cutting-edge communications innovations to more than 400,000 businesses and more than 100 million consumers throughout the world, today ZyXEL is one of the few companies in the world capable of offering complete networking solutions for Telcos, small to medium-sized businesses, and digital home users for a wide range of deployment scenarios. Telco solutions include Central Office Equipment, Customer Premise Equipment, Wired and Wireless Access Network Devices, and Carrier Switches. SMB and Enterprise solutions include Unified Security Gateways, LAN Switches, WLAN, and IP Telephony. Digital Home solutions include Network Connectivity Devices and Multimedia Solutions.

The company has 1000 employees and distributors in 70 countries, reaching more than 150 regional markets. The ZyXEL Communications Corp. includes 35 subsidiaries and sales offices and two research and development centers worldwide. For more information, visit the company's Website, <http://www.zyxel.com>.

Copyright©2015 ZyXEL Communications Corp. All rights reserved. ZyXEL, ZyXEL logo are registered trademarks of ZyXEL Communications Corp. All other brands, product names, or trademarks mentioned are the property of their respective owners. All specifications are subject to change without notice.