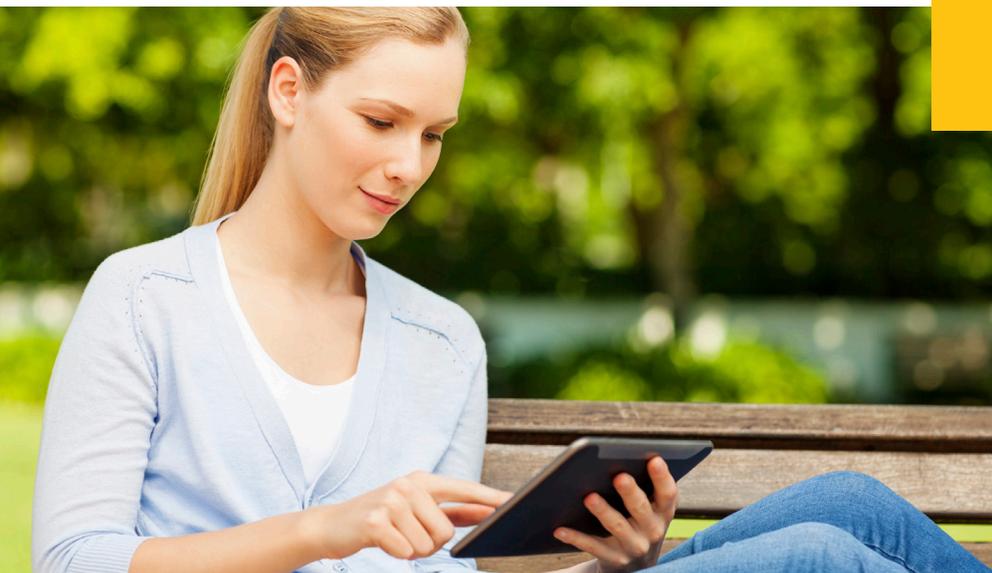


# Swisscom

## Swisscom Integrates Symantec DeepSight™ Intelligence into Fast-Growing VPN that Offers Innovative Security

Using a free, public Wi-Fi network to access the Internet is tempting, but dangerous. Swisscom wanted to solve the problem by offering a virtual private network (VPN) that would both encrypt data and proactively block malware and dangerous sites. It turned to Symantec for security intelligence feeds and solutions. Adoption of the resulting Safe Connect service has exceeded expectations, gaining 500 subscribers in the first 24 hours without major marketing, and growing quickly ever since.



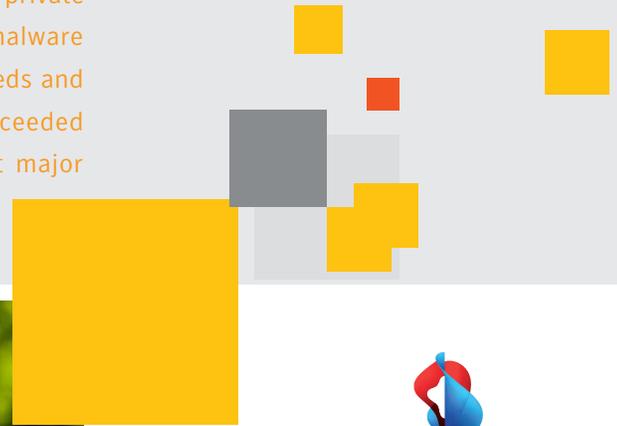
### Invisible attack

You're in a coffee shop, a hotel, airport, or other public space. You'd like to use your mobile device to check your email, book a flight, or purchase something online. A free public Wi-Fi network is available, and you're ready to sign on.

There is a major risk, however: is the network what it appears to be? The sign-on page could be fraudulent, hosted by a hacker running a "man-in-the-middle" attack that will capture your user name, password, and entire session without your knowledge.

It might also be a legitimate network. But around you, anyone working on a laptop could be running software that can hijack your session cookie, which is used by a remote server to authenticate you. Possession of the cookie gives access to your account.

Travelers have always faced risks, but in the digital age, they face new ones. If you're away from home or office and use a public network, you could become a victim of communications hijacking or "commjacking," and have your identity and data stolen.



### ORGANIZATION PROFILE

**Site:** [www.swisscom.ch](http://www.swisscom.ch)

**Industry:** Telecommunications

**Headquarters:** Bern, Switzerland

**Employees:** 21,000

### KEY CHALLENGES

Swisscom wanted to provide users of public Internet access networks with a way to encrypt their data and proactively block access to dangerous malware and websites.

### SOLUTION

A new VPN service, called Safe Connect, includes security from Symantec™ Protection Engine for Cloud Services (SPECS), Symantec DeepSight Intelligence, and Symantec™ RuleSpace.

### BENEFITS

- Requested links proactively scanned to block access to known, dangerous websites or malware
- 20 threats per month blocked
- Easy integration into VPN service with scanning transparent to users
- 500 users subscribed within 24 hours, without major marketing
- 15% subscription conversion rate after trial, higher than other mobile applications

“Now Safe Connect customers can sign on to public Wi-Fi networks and confidently do their online banking and other sensitive tasks. Customers tell us that they can connect from another country and finally feel secure.”

#### Carolin Latze

Team Lead Security  
Swisscom Innovation

To protect against this, some companies provide employees with virtual private networks (VPNs) that encrypt connections from the field. But many other users don't have access to a VPN. Swisscom, a communications provider responsible for several industry firsts,\* wanted to safeguard individual users by providing a personal, encrypted connection to the Internet for all data traffic via the Swisscom network.

#### Leader in security

“There are a thousand VPNs out there that users can subscribe to,” says David Watrin, head of product unit security & intelligence at Swisscom Innovation. “We wanted to offer enhanced security in our VPN that would differentiate it from the others.”

Security is a critical issue, Watrin adds. “We anticipate that it's going to be even bigger in the future,” he says. “A key differentiator for a service provider like us is to show users that we can anticipate the security issues they will face. Security is in our DNA at Swisscom—we're not just a safe telecom provider, we're also a security solutions provider.”

The new service is called Safe Connect, and Watrin and team wanted to build security technology into it that could proactively identify threats and block access to known, dangerous websites or malware.

“We wanted to leverage the knowledge base of a security provider such as Symantec to help us identify malware threats on the Internet,” Watrin says. The team evaluated five different threat information services, and DeepSight™ Intelligence from Symantec resulted in the fewest false positives

The Symantec solution was also a good fit financially. “Symantec was very flexible in arranging a pay-as-you-grow cost model for their licensing that is tailored to our business case,” says Watrin.

In addition, the Symantec solution met key integration requirements. “Safe Connect was already quite advanced in its development,” says Carolin Latze, a team lead in security at Swisscom Innovation. “We needed to find security technology in a small engine that could run as a process on our server, and integrate well with our existing infrastructure.”

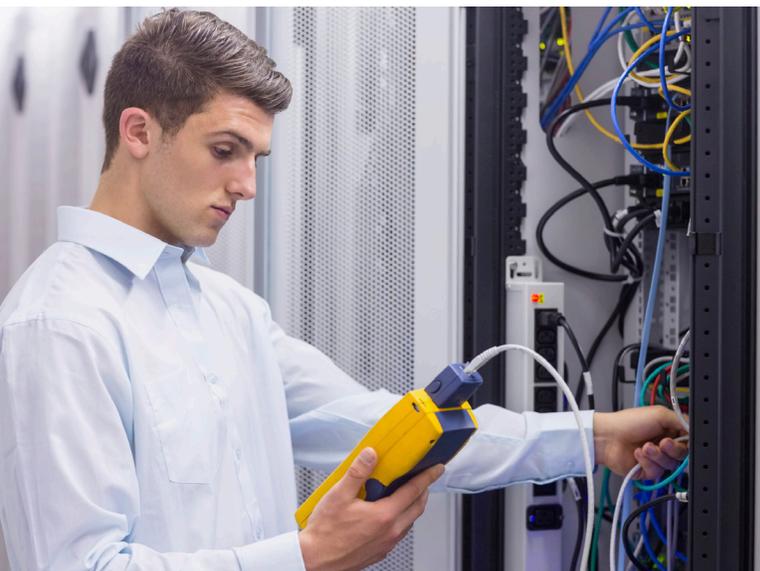
Symantec™ Protection Engine for Cloud Services (SPECS) provides the needed integration. It is a content and URL scanning engine that accepts URL requests from customers and uses Internet Content Adaptation Protocol (ICAP) to check them, transparently to users, against threat awareness provided by Symantec DeepSight™ Intelligence automated feeds.

DeepSight feeds summarize analysis of the Symantec Global Intelligence Network, which correlates data from more than 41.5 million attack sensors in 157 countries and over 13 billion web requests a day. The feeds combine with Symantec™ RuleSpace to analyze and classify requested IPs, URLs and domains based on observed malicious behaviors. Is a requested Internet destination related to attacks, malware distribution, phishing scams, spam distribution, or Bots infections? Is it part of Botnet command and control server communication? The Symantec solution enables Safe Connect to block access to known, dangerous websites or malware. The solution currently blocks about 20 pages per month.

Swisscom has made the Safe Connect app available to iOS and Android users in the App Store and on Google Play. Users don't have to be current Swisscom customers.

## SOLUTIONS

- Symantec Protection Engine for Cloud Services (SPECS)
- Symantec DeepSight Intelligence
- Symantec RuleSpace



Users really like the service, Latze reports. They can try it free for one month and then subscribe for a small monthly fee or CHF 29 (US\$31) annually. “Our conversion rate from trial to subscription is 15 percent, which is higher than other mobile applications we’re familiar with,” she says. “And customer ratings and comments are very good.”

Plans call for Windows support in addition to iOS and Android, and a rollout to other regions besides Europe. “Now Safe Connect customers can sign on to public Wi-Fi networks and confidently do their online banking and other sensitive tasks,” says Latze. “We’ve had customers tell us that they can connect from another country and finally feel secure.”

#### For more information

Please contact your local Symantec Sales Representative or Business Partner, or visit:

[Symantec Protection Engine for Cloud Services](#)

[Symantec DeepSight Intelligence](#)

[Symantec RuleSpace](#)

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\* Among the industry firsts that Swisscom is known for are the first fully automated telecom network in the 1960’s and the first exchange to permit international direct dialing. See “Swisscom”, [Wikipedia](#), retrieved May 26, 2015

“Symantec was very flexible in arranging a pay-as-you-grow cost model for their licensing that is tailored to our business case.”

#### David Watrin

Head of Product Unit Security & Intelligence

Swisscom Innovation

The solution went from idea to launch in under nine months, and teamwork played a key role in fast and successful development. Says Latze: “Our Symantec rep came on site often as we developed Safe Connect, and we could easily grab him to help us solve development issues. That happened about five times in three months.”

#### Rapid customer adoption

Before any major marketing could begin, adoption exceeded expectations. About 500 users subscribed within the first day after launch. “Many media outlets ([such as Switzerland’s most-widely-read computer magazine](#)) picked up the story without us pushing it,” Latze says. “They just found out about it and wanted to write about it.”