



MacManus Group

In today's market place, being a global advertising network demands the ability to leverage creative talent wherever it may be located, provide smart, responsive client service to the world's largest advertisers, and share creative materials. The New York-based MacManus Group is such a company – a \$6.3 billion global network of advertising and communications companies with over 7,500 employees, 150 offices in 70 countries, using sophisticated intranet and extranet solutions.

Externally, MacManus needed a secure, cost-effective way to share real-time information between its various offices and clients, such as Procter & Gamble, Coca Cola, Gateway 2000, American Airlines and Levi Strauss. For example, an agency team might want to present a new print ad or TV spot to a client via a real-time videoconference, or exchange confidential marketing plans electronically. Craig Metzler, MacManus' regional IT director, responsible for global communications strategy, explains: "We wanted our office in Poland to gain valuable insight from a marketing campaign being produced, for example, in Japan."

Central Management of a World Wide Network

Metzler's IT group was charged with connecting all MacManus offices world wide. They realized that the Frame Relay WAN connecting the US, Europe and Hong Kong offices was more expensive than private networks, and decided to migrate from WAN connections to virtual private network (VPN) connections via the Internet. Using the Internet as the transport mechanism presented several challenges—the most critical being security, and the ability to securely manage such a widely-dispersed network. "The only way to use the Internet is to create a VPN with high-speed local connections to ISPs," says Metzler, "and at that point it becomes critical to have one security policy that's centrally managed, and that's where Check Point FireWall-1 comes in."

MacManus needed a solution, not stand alone firewall modules, that would secure the VPN connections and support enterprise management. The ideal solution: FireWall-1, with its fully integrated and transparent encryption capabilities, providing policy-based management and enterprise-wide security with central management and control. "A key advantage for us was being able to install firewalls without the requirement of a management console, so they could be run by a centralized group," says Metzler.

Working with San Francisco-based Check Point reseller and security consultant DataWay Inc., MacManus has deployed Check Point FireWall-1 in over ten sites including New York, Detroit, Los Angeles, London, Frankfurt, Sydney, Hong Kong and Tokyo. They also established enterprise management centers in Detroit and San Francisco.

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—Craig Metzler,
Regional IT Director,
MacManus Group

At-a-Glance



Advertising Network

Computing Environment

Operating System:
Windows NT

Number of Nodes:
7,500

Applications Used:

SQL, Lotus Notes, FTP, SNMP,
NetMeeting, RealAudio,
VDOLive

Check Point Products

FireWall-1, SecuRemote,
Encryption/Virtual Private
Network (VPN)

“MacManus Group and its clients understand the importance of using technology to streamline processes and improve efficiencies. We're serious about the safety and integrity of our networks. That's why MacManus chose FireWall-1, the premium enterprise security solution.”

Realizing the Benefits

MacManus has realized cost savings through speed and ease of content delivery. “When Gateway wants to run a weekly PC special offer or GM wants to offer special month end financing on its cars, turn-around times can be extremely short. You just can't wait for expensive overnight delivery services – the work must be done and approved in real-time over the Net,” Metzler explains.

In addition, MacManus has realized productivity gains through the interoffice sharing of knowledge, ideas and expertise. “Previously, we may have sent a Los Angeles-based credit card creative expert to Sri Lanka to collaborate on a new local campaign. But now, because we're virtually connected as a company, that L.A. creative expert can work on the Sri Lankan project from their own desk,” he says.

The new technology has also strengthened client relationships. “Some of our clients have their own intranets, and they're interested in using any technology available to make their businesses work better,” says Metzler. “Of course they're concerned about network safety and integrity, so it's important to let them know that we're serious about it too. That's why we've chosen to go with Check Point FireWall-1, the market's premium enterprise security solution.”

Connected by a sophisticated VPN with Check Point FireWall-1 protection, the MacManus Group has realized a new competitive advantage: it has become a global virtual agency, better positioned to satisfy current clients and win new ones.

For product information, please visit
Check Point Software Technologies at
<http://www.checkpoint.com>

Check Point Software Technologies, Inc.
Three Lagoon Drive, Suite 400
Redwood City, CA 94065
Tel. 650.628.2000
Fax 650.654-4233

Check Point Software Technologies Ltd.
3A Jabotinsky Street, 24th Floor
Ramat-Gan 52520, Israel
Tel. 972.3.7534555
Fax 972.3.5759256

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CUSTOMER
PROFILE

