



PubliGroupe : research into solutions offering greater flexibility and increased security in the exchange of information.

Nom du client

Consultas SA

Adresse

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Company profile

Consultas is a subsidiary of PubliGroupe, a multinational company that is active in the promotion and sale of advertising space. Consultas employs a total of around 120 staff at its headquarters in Lausanne and the branches in Zurich and Martigny. The companies of PubliGroupe are responsible for the planning and placement of advertisements in all media: in the press, on the Internet, in telephone directories, at the cinema, on the radio and in the other electronic media.

Consultas acts as a service provider within the group and in this capacity it is in charge of technological research and development. Its main task involves the supervision, development and expansion of the information systems – particularly those for the operation of advertising placement – for the benefit of the companies and departments of PubliGroupe. The growth strategy of the group is based particularly on the acquisition of companies. For this reason the group finds itself in an ongoing process of mergers or acquisitions, which is not always easy to manage in terms of data security.



The needs of the customer

As the transfer of information now occurs mainly by e-mail, under the given circumstances it is essential to introduce an efficient data protection policy within the company. The board of directors and the management of the group had issued an unequivocal contract in this respect with a view to finding a solution for the secure transfer of electronic data. On the one hand this solution would need to guarantee the security of data transfer at all costs and on the other hand, it should be user-friendly. User-friendly in order to allow intuitive handling without the need for the various users to undergo intensive training, and secure in terms of confidentiality requirements (both within the group and towards external, financial or merger partners), irrespective of the point of access.

With regard to stock market regulations, the company was required in particular to guarantee the traceability of documentation and to protect all information against unauthorised access, even by the information technology department. The documentation concerned includes the documents appended as attachments and created with conventional office communication programs (Word, Excel, PowerPoint etc.).

The challenge

The challenge was to secure the exchange of documents within the management and board of directors of the group by means of an electronic document management solution.

The solution proposed by ELCA Informatique SA

The solution chosen by Consultas, Brainloop Secure Dataroom, was proposed and introduced by ELCA Informatique SA and its business partner, Brainloop AG. This management program protects board documentation, financial statements and strategic projects, thus allowing for secure document exchange and access in inter-company business processes. This "electronic safe" offers functions for the encrypted archiving and secure transfer of confidential documents, as well as strong user authentication (for example through the delivery of a session key by SMS to the user's mobile phone). In terms of traceability, each instance of access to a document (read access, modification of the document) is automatically recorded in a chronological register. Lastly, the insertion of an electronic watermark identifying the user or author guarantees additional traceability and protection against the (intentional or unintentional) divulgement of information.

The reasons for the choice of Brainloop

Various solutions from rival companies were examined and evaluated. However, they required the installation of software on the customer's PC, which would have caused an additional burden for the security team. The solution by Brainloop, based on Web technologies and requiring no program installations on the user's PC, was selected precisely for this reason as well its ease of use.

Process of the pilot project

The pilot project was conducted over a total of 8 weeks:

2 weeks were spent on the installation and 6 weeks were devoted to test usage as well as performance and stability tests. The pilot phase was divided into two stages:

- Application of the solution in ASP mode at Brainloop (rental of the host solution) in order to demonstrate its accessibility and traceability.
- Introduction, application and tests. This provided the proof that the solution would also work at Consultas.

Transition to permanent operation

Upon completion of the pilot phase, Consultas confirmed the selection of the proposed document management system, thus allowing a seamless transition to permanent operation.

The results

Around 30 people in the company use Brainloop today and can access it from anywhere using a simple Web browser: members of the board of directors, chief executives (who are frequently away) as well as secretaries. The introduction is simple and quick. What is more, the users hardly need support. The vast majority of users have responded positively to the implementation of this new solution and rapidly embraced it. In addition, the support team reported only very infrequent problems, which indicates a minimal amount of maintenance. The objectives were thus achieved.

In cooperation with Brainloop AG



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