

# Dr. Kong Footcare Ltd.

Chinese shoe specialist puts best foot forward with Fortinet Unified Threat Management system

Case Study

## Situation

Hong Kong-based Dr. Kong Footcare Ltd is on a mission to educate the public on the importance of foot health since its inception a decade ago. Founded by Raymond Ng in 1999, Dr. Kong has grown rapidly to include a custom-made insole center for clients, who require a higher standard of foot-health consultation and service. Dr. Kong has a team of physiotherapists and orthotists managing the operations of more than 40 retail outlets in Hong Kong. The company has also expanded to 11 more shops in China. Ng, a certified prosthetist and orthotist with more than 35 years experience, spent most of his career developing a successful treatment to maintain the foot's static and dynamic alignment, which resulted in the launch of Dr. Kong's 3 Dimensions Control foot care products. These products combine reinforced arch support, hard heel counter and ball control in a range of footwear styles and widths to create comfortable, economical and healthy footwear. Pioneering the "Check & Fit" feet checking and product recommendation service to promote the concept of foot care from childhood, Dr. Kong had envisioned a lifetime of ideal, protective footwear.



Bringing together foot orthotics, sports biomechanics, material science and computer science to develop high-quality footwear and footcare products and services, Dr. Kong distinguishes its business by providing free foot assessment and consultation services at each retail outlet. A comprehensive point-of-sale (POS) network links the company's 41 retail locations. Each location features sophisticated foot assessment equipment, including podometers and computerized hind foot measurement systems with conventional footprint equipment that assess foot pressure, alignment and other problems. The business is also well-connected with management, design and production teams who leverage networked resources to collaborate and share information within the team.

Previously, effective network security deployment has been problematic for Dr. Kong, as the company felt that the existing security solutions did not offer tangible immediate return on investment, so the company's small IT staff had difficulty justifying the expense. However, as the volume of customer records stacked up due to brisk sales, the company's POS network became increasingly unstable. Without a reliable network assessment tool, Dr. Kong realized it was time to deploy a perimeter security solution to protect and evaluate its corporate networks.

"An integral part of our service is the Customer Relationship Management (CRM) system, which maintains computerized records of our members' feet assessment results and other personal information at each store. The result is a massive customer records database that requires a high level of security," explains Charles Choi, project manager, Dr. Kong. "As we started our search for a network firewall, Fortinet quickly impressed us with the advantages of installing a consolidated security platform."

## Solution

Dr. Kong evaluated a number of competitive offerings and concluded that the Fortinet® integrated security approach aligned best with the company's end-to-end footcare for life concept. Fortinet's consolidated security platform provided Dr. Kong with the most comprehensive, scalable and cost effective solution. Fortinet's visionary technology roadmap provided tremendous sustainability, as Dr. Kong continues to look toward long-term expansion and usage. In choosing a consolidated security platform, the company bypassed point solutions, which usually is accompanied by a complicated licensing framework. Fortinet's unlimited user licensing model also allowed Dr. Kong to accommodate its expanding staff and support future growth without an unnecessary burden on additional licensing costs. Fortinet's appliances also offer robust Chinese Web scanning and virtual private network (VPN) scanning tunnel (site-to-site VPN) capabilities to filter viruses originating from China through its FortiGuard® centre, which handles in-house product development and live threat management capabilities.

Deployment:  
FortiGate-200A  
FortiGate-100A

Industry:  
Retail



Prior to installing Fortinet's next-generation security gateway solution, Dr. Kong's network was not protected by a system-wide security solution. Now, multiple products including FortiGate®-200A appliances and FortiGate®-100A appliances are installed at several locations, including Dr. Kong's headquarters in Hong Kong, a production facility in Foshan, China and an office in Guangzhou, China to provide integrated application and network protection across its business operations in the Greater China territory.

"The Fortinet security solution enables us to create easy yet secure VPN tunnels between our offices, deploy gateway antivirus protection and ensures secure Internet usage through firewalls with dynamic Web scanning and content filtering features. The daily maintenance and management of the system is simple and deployment was carried out seamlessly," states Choi.

## Success

With Fortinet's security appliances deployed across the company's Hong Kong and China operations, Dr. Kong experienced measurable improvements in its overall network security, stability and reliability of services. Fortinet's ASIC-accelerated technology offers high performance and strong protection at a reasonable cost. Network stability has improved and resulted in better service levels due to significantly fewer attacks on the network. In addition, productivity has improved tremendously, as Fortinet's easy-to-manage Web filters blocked unwanted content.

"One area with immediate improvement is the reduction in spam because FortiGate units protect the data center and keep out unwanted email. Thanks to this effective security solution from Fortinet, our partners and customers are no longer complaining about the volume of spam they receive," said Choi.

"Deploying Fortinet's consolidated platform security solution enabled our team to manage the Internet security infrastructure easily without any security specialists onboard during installation and during deployment. The FortiGate security appliances helped us control our OPEX and cut through the complexity by leveraging Fortinet's customized, preset logging and reporting tools. Dr. Kong is currently planning to deploy Fortinet's IPSec solution to further reinforce our network defenses."

## About Fortinet

Fortinet is the pioneer and leading provider of ASIC-accelerated unified threat management, or UTM, security systems, which are used by enterprises and service providers to increase their security while reducing total operating costs. Fortinet solutions were built from the ground up to integrate multiple levels of security protection--including firewall, antivirus, intrusion prevention, VPN, spyware prevention and anti-spam -- designed to help customers protect against network and content level threats. Leveraging a custom ASIC and unified interface, Fortinet solutions offer advanced security functionality that scales from remote office to chassis-based solutions with integrated management and reporting. Fortinet solutions have won multiple awards around the world and are the only security products that are certified in six programs by ICSA Labs: (Firewall, Antivirus, IPSec, SSL, Network IPS and Anti-Spam). Fortinet is privately held and based in Sunnyvale, California.

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