

BAI Security Case Study

Managed Security Services Provider

Situation

As a Managed Security Services Provider (MSSP), BAI Security (BAI) Inc.'s mission is to protect the information assets of small to mid-sized businesses around the world. Headquartered near Chicago, IL, BAI supports regional and multi-national customers in the banking/finance, healthcare and education industries. In order to meet its customers' information security needs, BAI offers services in the following functional areas: Managed Security (managed firewall, intrusion detection/prevention, antivirus (AV), content filtering and security log correlation), Security Auditing (penetration testing, internal auditing), and Policy Development (acceptable use, configuration and administration standards). While BAI's Security Auditing and Policy Development offerings deliver high margin revenue opportunities, it is their Managed Security services that offer clients the most value and comprehensive security protection. Therefore, BAI needs to be able to offer differentiated, scalable, and high-value managed security services 24 hours a day, 365 days a year. To secure their mission-critical networks, BAI's customers require best-of-breed firewall, VPN, intrusion detection/prevention, gateway antivirus, and web and email content management services.

BAI's previous Managed Security solution was powered by a plethora of 3rd party software tied together by custom code and sitting on an Intel hardware platform. "We had antivirus software from Trend Micro, firewall and VPN software from Check Point, intrusion detection and prevention software from ISS and email/web filtering software from SurfControl," laments Michael Bruck, President, BAI Security. "We spent an enormous amount of our time developing and maintaining the code needed to coordinate all these pieces, and just as much time correlating the data coming from each source. Without the ability to deliver comprehensive, timely reports to our customers we simply would not have an effective Managed Security offering - especially with the low margins under which we were operating." BAI needed a high-performance, integrated security solution that would deliver greater value to their clients by lowering their upfront and ongoing costs. The solution also had to give them better functionality and features, while making the reporting process simpler and less time consuming.

Key Customer Needs:

1. More competitive pricing
2. More scalable platform
3. Reduce or eliminate costly license fees
4. Normalized data for reporting
5. Better antivirus and firewall functionality & features



BAI SECURITY

"By standardizing our managed service offering on the Fortinet platform, can now offer enhanced security operations, more rapid implementation and a lower fee structure for our clients. We are also able to offer even more high-margin services and functionality than before - when we were using software from multiple vendors."

**- Michael Bruck, President,
BAI Security**

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Solution

BAI evaluated hardware- and software-based solutions from most of the major players in the network security arena including NetScreen, Trend Micro, Symantec, ISS, iPolicy Networks, SurfControl and Crossbeam Systems, along with Fortinet's ASIC-accelerated family of Antivirus Firewalls. Their evaluation process looked at several factors including integrated functionality, performance, stability and reliability, features, ease of deployment, management and update, initial price and total cost of ownership. In the end, however, the decision was an easy one as only Fortinet had the performance, functionality and ease of deployment and maintenance on which BAI's profitable managed security services could be standardized.

BAI purchased multiple FortiGate™ systems, including FortiGate 60 models for their customers' branch offices, FortiGate 300 systems for their medium-enterprise customers and FortiWiFi™ 60 units for those customers needing flexible wireless access with complete content security. All units included ICSA-certified antivirus, firewall, IPSec VPN and intrusion detection/prevention functionality, along with content filtering and traffic shaping capabilities - all at one low price with no costly license fees. In addition, BAI also utilized Fortinet's FortiManager™ platform for the management and maintenance of all FortiGate systems in their network or at their customers' premises. Finally, BAI employed Fortinet's FortiProtect™ update service to keep every FortiGate and FortiWiFi unit completely up to date with the latest threat protection signatures.

Success

"Fortinet did not just meet our needs, they exceeded them," said Michael Bruck, BAI's President. "We were able to increase the profitability of our services while actually lowering the prices, delivering the value right back to our clients."

"This new pricing flexibility has facilitated lower cost entry points for smaller clients and a lower cost-per-location for companies with multiple sites- ultimately leading to more happy clients."

"The previous combination of many different vendors and products, required extensive data normalization and correlation before we were able to utilize the real-time security event data in our Security Operation Center (SOC). These functions required custom applications that necessitated constant updates and maintenance, which called for a significant amount of time and money to address," continued Mr. Bruck. "In contrast, the Fortinet solution allows us to eliminate all of the up-front processing before real-time event data is analyzed and acted upon by our SOC. This not only improved our response time to security events but also reduced the cost of specialized systems to prepare the data. In addition, simplifying the process also reduced the risk of technical glitches that could otherwise impact business continuance."

Key Achievements:

- Increased margins dramatically
- Greatly simplified data gathering, reporting process.
- Increased profitably while lowering prices
- Better AV & Firewall functionality and features

Bottom Line

BAI has become even more competitive and has seen its managed security services business take off. "We were able to reduce our up-front costs significantly in most new implementations," said Mr. Bruck. "Due to simplified management, maintenance and training of different vendor solutions in our operation center, we also cut our operating costs. This increased operating margin allowed us to offer a more complete service at a more competitive price."

BAI has already transitioned its customers' legacy systems to Fortinet-powered solutions as quickly as conditions allowed.

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