

SECURITY FOR BUSINESS INTELLIGENCE



Cuebiq is a leading business intelligence and consumer insights company. Innovations developed by the company make it possible to understand the offline consumer journey in order to understand brand performance and measure advertising effectiveness. Thanks to its proprietary data collection methodology and data analysis platform, Cuebiq is able to leverage the largest database of accurate and anonymous location data in the United States. Cuebiq's forward thinking privacy framework has earned the company membership status with the Network Advertising Initiative (NAI), the leading US self-regulatory industry association dedicated to responsible data collection and its use for digital advertising.

Founded in Italy in 2016, Cuebiq has evolved rapidly. It is headquartered in New York City with offices in San Francisco, Chicago, Milan, and Shanghai. The Milan office houses almost the entire Research and Development department, as well as the security team.

SECURING THE NETWORK AND ENDPOINTS IN ITALY

Cuebiq wanted to focus on cloud security for its services. With the company's rapid growth, it soon needed to also protect the corporate networks of offices at various locations around the world—and most specifically, security for data traffic and endpoints used by company employees.

Solution implementation was preceded by a careful analysis of potential critical issues in the wireless network, starting with the Milan office and management of personal laptops. Fortinet began by establishing perimeter security, with fundamental consideration paid to not disrupting business operations. FortiGate next-generation firewalls (NGFWs) were used to secure the internal wireless and wired networks. Subsequently, Fortinet proceeded to secure switch and access point equipment, leading up to employee endpoint devices.

The Milan office initially had 20 to 25 employees. But soon, the business quadrupled in size—causing the network and usage to grow exponentially. The installation and activation of FortiClient endpoint protection on personal computers was one of the most critical components of the Fortinet implementation.



DETAILS

CLIENT: Cuebiq

SECTOR: Business Intelligence

LOCATION: Italy, United States, China

BUSINESS IMPACT

- Established security and reliability of wired and wireless network infrastructure.
- Enabled a unified, simple, and complete platform for company security.
- Centralized management with comprehensive visibility across offices around the world.
- Provided a modular and flexible infrastructure that can scale based on business growth needs.

SOLUTIONS

- FortiGate
- FortiAnalyzer
- FortiAP
- FortiSwitch
- FortiClient
- Fortinet Resource Center

EXTENDING THE SECURITY FABRIC TO THE U.S.

Once the Italian part of the implementation was complete, the team turned to its offices in the United States—seeking to extend the same Fortinet solution to them. This included endpoints for over 100 employees in the setup phase alone at that time.

Leveraging the Fortinet Security Fabric and components that include FortiGate NGFW, FortiAnalyzer, FortiAP, FortiSwitch, FortiManager, and FortiClient, Cuebiq security administrators in Italy have full visibility, management, and reporting of the security environment in the company's U.S. branches. Centralized monitoring tools in FortiAnalyzer play a pivotal role as part of this process. "We now have a precise, real-time view of the threats to which a specific device may be exposed," says Walter Ferrara, senior vice president of Engineering and Security at Cuebiq. "We also have visibility on our computer clients both on and off the corporate network—regardless of whether they are in Italy or the United States."

SECURITY AND BUSINESS OUTCOMES

Thanks to Fortinet's partner resources and programs, Cuebiq found continuous support during their entire testing and

implementation phase. "Our company's operations require continuity, stability, and availability of services," Ferrara explains.

It is also essential for Cuebiq to minimize disruptions for maintenance and repair. "Being able to rely on a single vendor like Fortinet allows us to have true coordinated visibility," Ferrara observes. "We do not need to not worry about integration or different components. The unified management console gives us visibility that goes beyond the boundaries of an individual office and offers a complete view of the resources in use beyond one location. This is certainly a great achievement for us."

The modularity and flexibility of the Security Fabric allowed the different security components to be tailored to the specific business requirements of Cuebiq. The advantages Cuebiq discovered with Fortinet extend beyond just improved security. Security administrators were concerned about tracking and reporting different vulnerabilities and security issues. Specifically, they needed to provide evidence that vulnerabilities had been patched and to demonstrate compliance with endpoint security and regulatory standards for audits. The policy-based controls and reporting capabilities in the Security Fabric enabled Cuebiq comply with privacy laws and regulations such

as the EU's General Data Protection Requirement (GDPR). It also provides Cuebiq a tool to demonstrate ongoing compliance with those laws and regulations.

IMPLEMENTATION AND RESULTS

Cuebiq's overall Security Fabric implementation took place over a few months, without the need to allocate dedicated resources. "We experienced a very smooth and linear deployment process," Ferrara reports. And Ferrara and his team are not finished in exploring potential Fortinet solutions. They are also investigating new possibilities for working with Fortinet to further increase control over endpoints and users and ways to strengthen network authentication.



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