

# *Carat Crystal*

## *Case Study*

### *Rock solid security at Carat Crystal*

#### *Secure media buying on Internet*

Carat Crystal, a division of Group Aegis, is an international media-buying company with billings of more than \$190 million and a global client base. With the decision to incorporate the Internet into its client services mix, the company immediately realized a need for absolute security. The key was to provide flexible and easy-to-use security technology that allowed Carat customers to browse their existing public Web site, and then access and perform transactions within their own personalized media information Web area.



### Objective

To provide secure customer access to personalized media information and media buying services via the company's public Web site.

### Challenge

Carat wanted to differentiate its products and services from its competitors by offering customers online media information and buying services. The sensitive nature and expensive price tag associated with media purchasing made it absolutely critical for Carat to find a highly secure, easy-to-use solution.

### The Solution

Carat Crystal selected a strong two-factor challenge-response authentication system using VASCO Digipass tokens. The easy-to-use system directly addresses customers' security concerns and deepens their loyalty to Carat. Working in concert with Carat's existing Web site, the VASCO solution increased Carat's reputation for innovative services and positioned them for further growth and development online.

## Media buying made easy – and secure

Carat Crystal offers its clients a system of highly secure, individualized Web sites that only authorized personnel are able to view and use. Each private site has to show the full schedule of current bookings for that customer, the availability of media space and the discounts available, and also include a facility for online ordering. Carat Crystal needed the ability to tangibly show all of their clients the security of their private Web site. After carefully assessing the various security products and services available on the market, Carat chose a solution that combines the VASCO Digipass family of authentication tokens with Internet security software from Identikey. This solution requires users to demonstrate possession of both a VASCO Digipass token and a password, or Personal Identification Number (PIN), before they can access the personalized Web sites. This solu-



GUY COECK, General Manager Carat Crystal

"We believe that the implementation of the Identikey solution has enhanced loyalty among our existing customers, and will continue to attract many new clients."

tion has allowed Carat to securely integrate the Internet into its business model, helping to reinforce its position as one of the leading international media buying companies.

## Expanding online success

Carat's decision to implement the VASCO/Identikey solution was based on the fact that Identikey can be up and running on a Web site in a few days, with no specific hardware or server needed to install the software. The application was installed in just one day and no major

investment in new equipment was required. The integration between the private sites and the public Web site meant that the latest information on prices and availability could be copied overnight. This allows customers to make well-informed decisions about the media they buy, from any PC. The server simply issues a challenge that the user enters in the Digipass. This challenge is added to additional functions to produce a unique one-time password.

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*The solution is highly secure thanks to VASCO's Digipass family of authentication tokens that operate on a two-factor challenge-response authentication system.*

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Guy Coeck discusses Internet security with a VASCO representative.

### How it works

The user accesses the public Web site and then logs on to his or her private section of the site. The system generates dynamic passwords for authentication at log-on and a digital signature for the approval of media-buying transactions. The user must possess both a physical device (the Digipass) and know a password or PIN code before the server generates the authenticated access code.

### Results

Carat Crystal's implementation of the VASCO/Identikey solution has enhanced loyalty among existing customers, and allowed Carat to dramatically increase its client base. The solution enables users to view their own confidential media data and make new bookings via the Carat Web site, from anywhere in the world, in a highly secure way.

## Carat Crystal

Carat is the world's largest independent media communication specialist, represented in 37 countries across Europe, North America, Asia Pacific and South America, with billings (defined as the annualised value of media purchased on behalf of clients, after agency discounts) of \$10.3 billion in 1999. The company provides both a public Web site and customized Web sites for its global client base.

### Web site

[www.carat.be](http://www.carat.be)



Actual Size

*For regional offices or to learn more about us, visit our web site at [www.vasco.com](http://www.vasco.com)*



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