

The Seattle Times Meets Deadlines and Security Needs with Imprivata OneSign™

The Business Challenge

The newspaper business has always been an intense, deadline-driven world, but it's even more high-pressure today. In addition to meeting daily print deadlines, publications need to keep their online editions refreshed with constantly-updated content around the clock. At the same time, news organizations are dealing with the same IT security and customer data privacy concerns that other corporations face.

For the Seattle Times Company, the dueling demands of meeting deadlines and ensuring data security were putting a strain on its 1,900 employees working at more than 20 locations throughout the Puget Sound region. The newspaper has an IT security policy that covers all aspects of technology use, data, and intellectual information. The organization also contracts with an external auditor to review Seattle Times Company policy annually against financial controls and make recommendations to keep the newspaper on top of security and compliance best practices.

Faced with using multiple software applications that required separate log-ons and passwords, *The Seattle Times* staff was finding it difficult to meet the commitments of the security policy. Under constant deadline pressure, reporters and even the classified advertising staff needed to be able to access systems quickly and efficiently; even having to add one extra character to a password was a problem for them. And every time the newspaper deployed a new application that had a separate logon, the password requirements became more intolerable.

In addition to these issues, the Seattle Times Company, like all organizations that accept credit card payments, was facing the need to comply with the Payment Card Industry (PCI) Data Security Standard established by MasterCard, VISA, and other credit card companies. The PCI standard was created to protect confidential cardholder information, and merchants that fail to comply with its compliance guidelines run the risk of paying fines or losing their payment processing capabilities.

In growing need of a solution, the leadership of Times' 100-person IT department began investigating single sign-on (SSO) products in early 2005.

Key Business Results

- Improved compliance with corporate security policy
- Fast single sign-on access to critical applications
- Increased user productivity
- Rapid deployment in a complex IT environment with legacy applications
- Very low administrative resource requirements
- Reduced IT support costs and resource requirements
- A step toward better compliance with the stringent requirements of the Payment Card Industry (PCI) Data Security Standard
- Higher user satisfaction levels

The Imprivata OneSign Solution

We received a lot of feedback via email that the users loved the product. It was all positive—and it is rare to see all positive comments come back.

—Kyle Getz
Director of IT
The Seattle Times

The newspaper considered a number of SSO vendors, but found some of the products were inadequate for *The Seattle Times*' needs, while others were too complex and costly. Ease of deployment was a major consideration, because *The Seattle Times* has a particularly complex IT environment. The newspaper's 550 computer systems include everything from Windows, Linux and UNIX servers to an IBM mainframe. There are approximately 350 applications in use, including SAP for financials, a variety of Microsoft products, and many internally-customized legacy applications specific to the newspaper industry. The Seattle Times Company also wanted a solution that would be easy to manage and would not create any additional administrative burden.

After a thorough review, the Seattle Times Company made its choice: OneSign from Imprivata. As Kyle Getz, the newspaper's Director of IT, Infrastructure Support Services, summed it up, "Imprivata met all our requirements and had a reasonable price tag."

By mid-2005, *The Seattle Times* IT organization had put together a OneSign proposal that was approved by the newspaper's leadership, and in December of that year, Getz and his team began to roll the project out. One of the advantages of OneSign was that it gave them the flexibility to deploy SSO in stages, moving from one department or work group to the next.

Deployment resource requirements were minor. "Three Windows system administrators were responsible for this SSO implementation," said Getz. "They have a lot of responsibility and not a lot of time, so it was important that the SSO project was easy for them to deal with."

The only challenge that arose during the deployment came from several applications running on *The Seattle Times*' IBM mainframe. These applications had customized log-in screens that the newspaper's IT staff had developed internally. However, a call to Imprivata quickly solved the issue. "The Imprivata folks did a great job of working through them," said Getz.

The deployment proceeded quickly, encompassing critical applications accessed by 1,500 users. "It took probably three months to get the majority of our users on SSO," said Getz. "Once it was enabled, it went smoothly."

With OneSign up and running, *The Seattle Times* saw an immediate improvement in its security policy enforcement. Confidential data is more secure now because each user is authenticated with a single network logon and OneSign manages the logon to separate selected applications.

Users at *The Seattle Times* are more productive as a result, because they no longer have to waste time logging on multiple times, managing a handful of passwords, or calling the help desk as often for password resets. Users can log on to selected applications they use with a single password and immediately get to work.

Getz and his team quickly discovered that OneSign is equally easy to administer. "So many highly complex solutions take a lot of time to administer, but not OneSign," said Getz. "Today, one system administrator oversees OneSign for the entire organization."

Of all the comments he received, Kyle Getz was perhaps most pleased by the reaction to OneSign from the newspaper's users. "We received a lot of feedback via email that the users loved the product," he said. "It was all positive—and it is rare to see all positive comments come back."

Now that *The Seattle Times* has successfully implemented SSO in the enterprise, Kyle Getz and his team are looking at additional measures that will further strengthen security and ensure ongoing PCI compliance without putting an added burden on users. The IT organization is planning to implement a second authentication factor and is also considering using OneSign's password reset module, which would reduce IT overhead by enabling users to reset their own passwords using a browser interface.



About The Seattle Times Company

The Seattle Times Company is a 110-year-old locally owned family business. Founded in 1896 by Alden J. Blethen, The Seattle Times is a fourth- and fifth-generation family business. The family's flagship newspaper, The Seattle Times, is the largest daily newspaper in Washington state (559,500 readership) and the largest Sunday newspaper in the Northwest (991,200 readership). Well respected for its comprehensive local coverage, The Seattle Times, winner of seven Pulitzer Prizes, is also recognized nationally and internationally for in-depth, quality reporting and award-winning photography and design. Under a Joint Operating Agreement (JOA), the company handles advertising, printing, distribution and other business functions for the Seattle Post-Intelligencer and seattletimes.com, which are separately owned and maintain a separate newsroom. More information is available at seattletimescompany.com.



To learn more, visit www.imprivata.com or call 877-OneSign (877-663-7446).

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