



# MEDIASET

## Imprivata® goes on air with Mediaset

### THE BUSINESS CHALLENGE

The Mediaset Group, established in 1978 under the name of Telemilano, is now the main privately-owned Italian company operating in the media sector specializing in TV advertising. The company has been quoted on the Italian stock market since 1996 and is controlled by its holding company, Fininvest. It returned an operating profit of EUR 1149m in 2007 and is one of the most prominent companies in the global media market within Europe and internationally. The group is headquartered in Milan and has 6,300 employees.

Employee management requirements led Filippo Todaro, the company's architecture and systems manager, to consider adopting an identity management system. As with all companies, the status of employees varies over time: from recruitment through professional growth and then on to the acquisition of new qualifications and roles in the company until the employee leaves. The employee is allocated a digital identity as he or she passes through each of these different statuses that determine the applications the individual can access.



Until recently, these activities were carried out manually within Mediaset and involved a time-consuming and complex process of communication, paper-pushing and operational activities. At the beginning of 2008, Mediaset decided to develop an integrated identity management system in order to automate and simplify the management of a user's identity through its life cycle. The objective was to employ fully automatic security and single sign-on processes as robust elements of the identity control process. Mediaset consulted the Reti Group, one of Imprivata's partners to help manage this process.

A scouting stage began and Todaro evaluated various alternative solutions. "Once we had identified the possible choices, we built comparative models on the basis of our specific needs," stated Filippo Todaro. "We also gave careful consideration to recent reports on Gartner's Magic Quadrants for identity management and evaluated various sector studies. It did not take us long, about three months in all, to decide that Imprivata OneSign® was the best product for us."

"We were won over by its distinctive, unique approach; an all-in-one solution based on a practically ready-to-use appliance, at absolutely competitive costs," continued Todaro. "I was struck by the simplicity and flexibility it offers. At last I had found a solution that was really easy to apply."

### THE IMPRIVATA ONESIGN SOLUTION

The Imprivata OneSign product complies fully with the specific requirements laid down by Mediaset, but also does much more. During the work, the Group asked Imprivata to add some customizations to the system that were required for compatibility with the RFID badges already in use within the company. Mediaset staff already possessed an identification badge that they are obliged to keep on them at all times. So why not use this badge for logging onto the system as well?

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- Filippo Todaro,  
Systems Manager,  
Mediaset

"Imprivata received absolute support at the local level and also from its parent company. The personalization we requested in order to be able to use OneSign with our RFID badges was carried out very quickly and included in subsequent releases," continued Todaro.

"Implementation of the system took three months, including the customization stage," added Todaro. "If no sophisticated modifications are required, it is possible to install and access OneSign access control functions in just two days, guaranteeing the company considerable productivity."

In Mediaset, the identity management system was rolled out for production in July to 4,500 employees. The process currently manages the human resource applications that staff need to access every day – company communications, payroll and attendances. This is a heavily used application of very critical importance. The Group had arranged a strong three-factor authentication system that involves the use of digital certificates on each workstation in addition to conventional encoded usernames and passwords. For users who require mobility or those who do not have their own PCs, the badge's RFID chip may be used in complete safety to access HR applications via multimedia kiosks - 40 are available within the Rome and Milan campuses.

## THE RESULTS

Mediaset now runs a fully automated system for managing user provisioning. "The benefit we expected from this implementation was to be able to manage the user provisioning process fully automatically – and we have been 100% successful. The second advantage comes from the fact that we are dealing with a single sign-on system with strong authentication that is easy to use with low running costs," continued Todaro. "The ease of use is an important factor: most of our competitors offered complex software solutions that may have been even harder to manage than the manual procedure. The concern when you implement an architecture is not only to assess its quality and functionality but also understand the impact it will have on whoever has to manage it, and Imprivata meets this requirement to perfection."

"When it comes to costs, Imprivata has also proved competitive," commented Todaro. "The investment necessary to buy licences is one of the factors to be taken into account at the decision stage, but is not crucial to your final decision. The real discriminating factor is represented by the regular costs to maintain the licences, the level of support and the IT running costs – costs that were even higher in the other systems."

The main benefit that Mediaset has achieved by adopting the OneSign solution is not simply the time factor – even though this represents 20% - but above all the quality assured by an automatic process that works on real time on all directories.

"We started with a situation involving 5 directories – HR, Active directory, email, SAP, Oracle – with 5 different managers who had to align all these repositories manually, an activity that was carried out using hard copies and via email with the additional operational difficulty of having to observe the law on privacy and the Data Protection Act, particularly the laws on data confidentiality," added Todaro.

Now the SAP HR program generates an employee entry and the Microsoft ILM software carries out the provisioning, propagating this attribute through all the company directories. One of these directories is managed by Imprivata, which automatically sets the identity management functions and hence the access policies.

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