



## Deluxe Digital Studios improves security of production networks while protecting their clients' "IP" Intellectual Property. ViaScope's IPScan Security Solution on IBM, HP and Dell servers eliminate the need for around the clock network monitoring.

Published on: **September 3, 2007**

"Deluxe has found IPScan to be a welcome addition to our internal network security protection program. Deluxe purchased IPSCAN due to a minimum impact on infrastructure deployment and non-manufacturer specific support. The cost saving is significant compared to other Network Access Control offerings." – Alex Chow, IT Network Manager, Deluxe Digital Services, Burbank, California

**Customer:** Deluxe Digital Studios, Inc.  
**Deployment Country:** California - USA

**Industry:** Media and Entertainment  
**Solution:** Infrastructure Simplification, Business Process Management, Business Process Transformation, e-business Infrastructure Simplification, Systems and Network Management, Workload Management, Internet Security

### Overview

Deluxe Digital Studios (DDS) is continuously looking to improve the protection of its production computer network. In addition, DDS was looking for a way to protect the growing number of remote locations and network perimeter from invasion with an enterprise-wide system that did not require on-site personnel, using a single Internet-based solution.

- Business need:** DDS was looking for a way to improve its security system in order to protect digital assets consisting of filmed Intellectual Property. DDS needed a solution that was easy to implement and supported multiple network devices from many different hardware manufacturers installed throughout their 4,000 device network.
- Solution:** DDS implemented the IPScan Security Solution which provides automatic monitoring of the network for unknown or unauthorized users. New, unrecognized MAC (Media Access Control) or IP (Internet Protocol) addresses are automatically blocked from accessing the network. Alerts are automatically sent if a breach occurs.
- Results:** A solution from ViaScope, running on IBM, HP and Dell workstations and servers, allows DDS to reengineer its network security monitoring system with automated processes.
- Benefits:** Projected significant improvement in IT staff efficiency in security network monitoring, as well as reduced exposure to security breaches and potential theft of digital film assets.

### Case Study

Deluxe Digital Studios (DDS) is the leading provider of home entertainment post-production services, including subtitling and localization, video compression, encoding, authoring as well as menu design and content production. DDS is a global company with a presence in six countries. The DDS clients include some of the largest studios and production companies in the entertainment industry. DDS has some 800 employees, with offices in Burbank; Moosic, Pennsylvania; Montreal; London; Florence and Bangalore.

The parent company to DDS is Deluxe Entertainment Services Group Inc. (Deluxe), which offers a broad range of entertainment industry services and technologies to major Hollywood Studios and an international client base. Services include motion picture film processing, printing and distribution; EFILM digital intermediates; post production and subtitling services; titles design and digital VFX; DVD compression, encoding and authoring; digital cinema services, digital asset management, digital distribution; and marketing fulfillment services around the world. As a result, securing filmed IP "Intellectual Property" is a key focus. IPScan provided additional security to DDS's infrastructure using a Layer 2 Security Method which met their

security and budget requirements. The solution was simple to implement and did not interfere with DDS's existing network equipment or network management tools.

Before the Internet, the best way to confirm authorization on a computer network was simply to restrict terminal access or user password sign-on. But that completely changed with the Internet. Physical access based security systems can no longer handle the speed and flexibility that is required in protecting a network from invasion today. Not to mention the costs and exposures of maintaining such a labor-intensive data protection system.

As a result, DDS chose to augment their security system and add an additional layer of protection with a computer based network security solution from Viascope, Inc., for use on their IBM workstations and IBM BladeCenter Microsoft Windows servers.

With over 800 employees, DDS's computer network includes an inventory of 4,000 devices. Some of the data, which contains spoiled images (e.g. swipes, reverse images, black and white, low resolution) is encrypted and contains digital signatures, is transmitted over the Internet, to five remote office locations. The laptop users access the network from either virtual home offices or customer locations.

The new IPScan Security Solution is expected to make existing staff personnel more efficient, productive and responsive to security alarms. With the implementation of the solution from Viascope, Deluxe has a single, centralized console that provides a complete electronic picture of all users attached to the network and can block or kick off from the network any unauthorized users.

***"IPScan provides Deluxe Digital Studios with the means to completely automate their network intrusion detection system with a single enterprise console so that any breach is immediately detected and the invader is blocked automatically from accessing any file, without any involvement from their security engineering staff. It has significantly improved their network defenses."*** – Roger A. Ikeda of E Management Systems, IPScan Reseller and IBM Business Partner for Deluxe Digital Services, Burbank, California.

"The IPScan Probe 600A protects their corporate office location and we installed IPScan Probe 200 devices in each of their remote offices. This provides complete end to end coverage for all user access points so that we know immediately if someone who is not authorized is attempting to access the corporate information data base," said Roger A. Ikeda.

### **Productivity Gains**

IPScan offers a number of benefits to IT departments. The IPScan solution is projected to yield the following benefits to Deluxe Digital Services:

- Document Network Access Policy control: IPScan provides DDS the ability to construct intelligent access control while supporting the administration of central policies over their entire WAN. The continuous historical documentation also provides proof that DDS has clearly defined and enforceable network access policies to any regulatory or auditing body
- Reduced Downtime from Address conflicts: DDS's IT department can now prevent frustrating end user downtime and mission-critical server downtime
- Improved security of information and provision of auditable records: Network security has been taken to a new level with the automatic "blocking" capability of IPScan
- Seamless integration with existing IP networks-the ability to add new features to an existing program without disturbing existing code: A fundamental principle of IP network deployment is to locate intelligence, authentication and security at the edge of the network, while allowing the core of the network to perform simpler routing and switching tasks. DDS's network now has ARP-based enforcement which is aligned with this architectural principle, since it controls access at the network's edge. This simplicity and integrity keeps the solution simple, allowing it to co-exist seamlessly with DDS's other network components
- Ease of Deployment and Low Overhead Operation: One of the primary reasons DDS decided to deploy IPScan was simplicity. DDS is very concerned about maintaining low administrative overhead. With IPScan and its lack of any need for client software deployment, DDS's IT department has gained significantly greater control over their network without the added overhead of installing and maintaining client software. This means that users do not require additional training nor will system administrators be saddled with yet another set of tasks. In addition, IPScan allows the IT department to unify access control processes between wired and wireless devices, further reducing overhead

***“The combination of IPScan software and the Probe security application provides a powerful, proven security defense for large enterprise-wide networks.”*** –Edward Kim, President, ViaScope USA.

## **How Does It Work**

IPScan controls network access by blocking unauthorized ARP (Address Resolution Protocol) requests. When any device that requires an IP address is plugged into a network, an ARP request is broadcast to every port on the LAN. The ARP packet contains the requesting device's MAC address –network services use the MAC information to register an IP device onto the network.

The hardware IPScan Probe appliance interfaces on a customer's core switch and passively monitors every ARP request. The Probe compares the MAC information contained in each ARP packet against *all the registered/authorized* MAC addresses in the IPScan servers' database. If the MAC address contained in an ARP packet has not been pre-registered as an authorized device, the Probe blocks it from receiving an IP address.

Without an IP address, the device in question cannot access or broadcast anything to the network. Even if the intruding device has a static IP address within the network's range, the Probe blocks all communication from the device based on its foreign MAC address.

Essentially, IPScan allows an IT Manager to centrally manage an entire LAN or WAN access with multiple sites from a single console. IPScan does the same job within a wireless networked environment – preventing unauthorized WIFI 802.11 access. It also has a Time Control feature that allows you to define the amount of days or hours that a guest can access your network or a maximum period where a device cannot gain network access if it has not logged on within the defined expiring period.

IPScan gives the IT Manager 99.9% access control and policy administration power through the IPScan console. Every IP device is monitored by the IPScan Probe. Any device or group of devices can be blocked or 'kicked off the network' instantly by selecting the IP, MAC address or node name, and choosing the 'block' option from within the IPScan console.

The console allows the IT Manager to create groups and categorize IP addresses into physical and logical segments, such as servers, printers, network devices, or, accounting, sales, and operations. Access control or complete denial of access can be applied to a single IP/MAC or a range of address.

The IPScan solution also prevents all duplicate IP address and related conflicts on the network by making an association between every IP and MAC address within each network segment. This eliminates the situation of searching for devices that have taken the IP address from an important server, router or printer in order to release the IP.

With IPScan, all of the local and remote administration is performed through a single user friendly Windows based console.

## **Key Components of the IPScan Network Security Solution** ***ViaScope IPScan Solution***

- IPScan Console
- IPScan DB Server
- IPScan Probe600 and 200
- IPScan Software (Version 3.5.2)

## **Hardware**

- The software runs on a variety of Microsoft Windows 2000, XP or 2003 servers. The software solution runs on a variety of IBM eServer ® System x ® System I ®, System z® and System p ® using IBM TotalStorage products for data storage.

## **Software**

- The software requires either a Microsoft SQL 2000 or MySQL 4.1.7 database for collection and management of network devices.
- IBM DB2, Oracle and other DB's

## **About ViaScope**

ViaScope is the leading provider of secure Ethernet/IP network access management solutions that provide real-time and historical monitoring of an entire IP network's MAC and IP addresses, access, activity and policy compliance, as well as secure policy enforcement by blocking unauthorized Ethernet/IP devices from utilizing the network. IPScan has been deployed by dozens of global Fortune 500-class enterprises, Service Providers, government and educational institutions. ViaScope USA is headquartered in Los Angeles, CA. For more information, visit ViaScope on the web at [www.viascope.com](http://www.viascope.com) send email to [sales@viascopeus.com](mailto:sales@viascopeus.com) or call 1-877-IP-SCANN.

## **About Deluxe Digital Studios**

Deluxe Digital Studios is the world's leading provider of creative, subtitling, compression, authoring, and related services to the home entertainment industry. Product support includes DVD, Blu-ray, HD DVD and a variety of digital distribution formats. Deluxe Digital Studios is a division of Deluxe Entertainment Services Group Inc. (Deluxe), a wholly-owned subsidiary of MacAndrews & Forbes Holdings Inc. Deluxe provides a broad range of entertainment industry services and technologies to major Hollywood Studios and an international client base. Services include motion picture film processing, printing and distribution; EFILM digital intermediates; post production and subtitling services; titles design and digital VFX; DVD compression, encoding and authoring; digital cinema services, digital asset management, digital distribution; and marketing fulfillment services. Deluxe facilities include locations in: Los Angeles, Toronto, London, Rome, Florence, Madrid, and Barcelona. For more information, please visit [www.bydeluxe.com](http://www.bydeluxe.com).

## **For more information**

Please contact ViaScope USA at 1-877-IP-SCANN or [sales@viascopeus.com](mailto:sales@viascopeus.com). Visit us at: [viaScope.com](http://viaScope.com).