

## Hallmark Canada Cares Enough to Send the Very Best Via a Juniper Network Security System

**Organization:**

Hallmark Canada, a division of Hallmark Cards, Inc., worldwide leader in the greeting card industry.

**Industry:**

Retail

**Challenge:**

Conversion from a hosted VPN to an in-house network security solution

**Solution:**

Juniper Networks NetScreen network security appliances

**Benefits:**

- Increased control over network security
- Heightened awareness of attacks against the system
- Reduced costs of operating an in-house VPN versus an outsourced one
- Increased communication between retail stores and offices

*"Bringing the VPN in-house using Juniper, we have definitely saved money and time while also allowing for scalability within the network."*

**Jean Khabouth**  
Hallmark Canada  
Telecom Analyst

Since its founding nearly a century ago in Kansas City, Missouri, Hallmark Cards, Inc. has grown from one salesman, founder J.C. Hall, peddling postcards from shoeboxes to a worldwide leader in the greeting card industry. Available in more than 30 languages, Hallmark products can be found in more than 100 countries around the globe. With more than 740 artists, designers, stylists, writers, editors and photographers, the company creates more than 20,000 new and redesigned greeting cards and related products each year, resulting in more than 40,000 products available to consumers at any given time.

The company's success can be attributed to a core set of beliefs that have helped to guide and shape the company throughout its history. Particularly important among these is the belief that "innovation in all areas of ... business is essential to attaining and sustaining leadership." The entrepreneurial spirit that drove J.C. Hall lives on in the corporate culture today and has resulted in an enviable legacy of world-class innovation and industry dominance.

Based in Toronto, Hallmark Canada shares with its parent company, Hallmark Cards, Inc., a firm belief in the importance of innovation in all areas of business in order to attain and sustain industry leadership. When they realized that increased usage of their outsourced virtual private network (VPN) was causing a significant increase in their overhead costs, they began investigating better ways to communicate with one another electronically.

After extensive research, Jean Khabouth, telecom analyst at Hallmark Canada found that purchasing VPN equipment and running it in-house from the Toronto office would provide significant cost savings for the company.

## The Solution

After careful consideration and a thorough review of available firewall and VPN vendors, Hallmark Canada selected the Juniper Networks firewall and VPN solution and intrusion detection and prevention (IDP) solution because its multiple security layers provide a superior level of protection for their data.

A Juniper Networks NetScreen-IDP 10 is located within the corporate network to provide security for the company's system and serves as a perimeter network security device. The NetScreen-IDP 10 provides up to 20 Mbps throughput and operates in-line to accurately detect and drop malicious traffic in real-time before it reaches its victim.

The Juniper Networks NetScreen-IDP 10 is the first intrusion detection device in which Hallmark has invested. Khabouth is particularly pleased with the reporting capabilities of the IDP 10. "The IDP 10 makes it easy to understand what you're up against. It provides the IP address and name of each PC host involved in an attack and simply clicking on a report entry brings up a detailed explanation of what kind of attack it is," said Khabouth.

Installed at the Toronto, Canada office are two NetScreen-50s deployed in high availability (HA) mode: one serving as a firewall and the other as a passive failover. The NetScreen-50s also serve as a firewall for more than one hundred and twenty users dialing in from remote or home offices. The Juniper Networks NetScreen-50 appliances offer up to 170 Mbps of firewall throughput and up to 45 Mbps of 3DES VPN performance for the Toronto office.

## The Benefits

Since deploying the Juniper Networks firewall, VPN and IDP appliances, Hallmark Canada has seen many benefits including increased control over network security, heightened awareness of attacks against their system, reduced operating costs for the VPN and improved communication within the Toronto office and an opening up of innovative channels for improving communication across the company's vast network of offices, distribution centers and retail outlets.

With the intuitive graphical user interface (GUI), the ease of deploying Juniper Network security devices has enabled Hallmark Canada to assume control over their network security without having to face the steep learning curve associated with other security systems.

Since the deployment of the company's first IDP device, Hallmark Canada has also become aware of the volume and types of attacks regularly launched against their system. Easy to understand reporting tools enable the small IT staff to identify the source and nature of attacks launched against the network. Having a better understanding of attacks allows the IT team to work proactively rather than reactively.

With the VPN now maintained in-house, Hallmark Canada can increase the number of users on its system without having to budget for the kinds of increased operating costs associated with their old outsourced VPN. The result is a more cost-effective security system under greater control by Hallmark. Khabouth added, "Bringing the VPN in-house using Juniper, we have definitely saved money and time while also allowing for scalability within the network."

Another benefit of Hallmark Canada deploying Juniper Networks network security devices is that it enables the company to stay true to its core belief in the importance of innovation and change in attaining and sustaining leadership. Retail offices can now easily and successfully connect with each other and to the Toronto office and the Kansas City headquarters.



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