

# Kipany Productions Makes a Clear Connection with Customers and Vendors Using Juniper's Network Security Solution



**Customer:**

Kipany, direct marketing agent for regional telephone and wireless companies

**Industry:**

Marketing

**Challenge:**

Creating secure IPSec VPNs between corporate, customer and third-party vendor sites

**Solution:**

Juniper Networks NetScreen firewall and IPSec VPN security solutions

**Benefits:**

- Improved business model
- Increased security
- Increased communication and productivity among Kipany vendors and partners
- Optimized IT budget expenditures

Since its founding in 1979, Kipany Productions has evolved into a high-performance direct marketing and creative communications organization and has established itself as one of the most successful direct marketing agents for regional telephone and wireless companies.

In a typical year, Kipany stimulates well over a million inbound customer telephone calls in response to TV, direct mail and bill inserts - as well as generating tens of millions of outbound customer contacts through third-party call centers nationwide. During the past five years, Kipany has helped to generate more than \$750 million in sales revenues for clients. With such a critical line of services for telephone companies, it is imperative for Kipany to work efficiently and productively with its customers and third-party vendors such as telemarketer firms and data analysis companies.

In recent years, Kipany realized that they were losing valuable business opportunities and contact with their customers as third-party vendors slowly began to establish relationships with their customers - this threatened Kipany's long-term growth plan.

To address and help facilitate better relationships and productivity with its third-party vendors and customers, Kipany decided to establish multiple extranets. With vital and sensitive information stored within each extranet, Kipany was keen to find a secure, reliable and high-performance network security solution.

"With security being a paramount concern for us, but with limited IT resources, we needed a centrally managed network security system that we can use with our customers and vendors alike," explained Benjamin Goldman, network administrator at Kipany Productions.

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**Benjamin Goldman**  
Kipany  
Network Administrator

### The Solution

After a recommendation from one of their Fortune 25 customers that was using Juniper's network security products, Kipany decided to deploy Juniper Networks NetScreen integrated firewall and virtual private network (VPN) solutions.

As integrated appliances, Juniper's NetScreen products are easy to install into a network and with command line interface and Web GUI management options, maintaining devices is simple. Goldman stated that if Juniper's easy-to-use, hardware-based solutions were not available, the alternatives would have been very costly to both Kipany and their customers.

Juniper Networks NetScreen-204 appliances, which offer up to 400 Mbps of firewall performance and up to 200 Mbps of 3DES IPSec VPN performance, are located in clusters at Kipany's New York headquarters to protect client information and proprietary applications.

Juniper Networks NetScreen-50 appliances, providing up to 70 Mbps firewall and up to 20 Mbps of 3DES IPSec throughput, provide a cost-effective VPN solution for third-party remote call centers to connect and share end-customer information with the Kipany main network.

### The Benefits

Since implementing the Juniper security solution, the company has benefited from simplified deployment and network management.

"If the installation was more complicated, the project could have failed and each of our vendors could have easily justified spending their time developing an individual relationship with our clients," stated Goldman.

Aside from the time and cost savings the Juniper network security solution affords Kipany due to its easy installation and deployment capabilities, also seeing the benefits of the Juniper NetScreen VPN solution are Kipany customers.

"One of our clients is so impressed with our rollout that we are getting more business from them and they're asking us how we did this so smoothly," says Goldman. "They like the fact that they didn't have to support multiple leased lines or multiple VPN connections for each of our sub contractors."

More importantly, the Juniper IPSec VPN solution allows Kipany to maintain the business model that they originally created without the worry of client relationships dissipating.



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