

CUSTOMER SUCCESS STORY: SITEL, A GLOBAL BUSINESS PROCESS OUTSOURCING (BPO) LEADER



ABOUT SITEL

Sitel provides fully integrated customer care and back office processing services that focus on delivering a return on customer investment to clients by reducing service costs, improving customer retention and increasing revenue per customer. The company meets clients' customer care and transaction processing needs through 67,000 associates in 27 countries and provides world-class solutions from on-shore, near shore and offshore locations across 155+ facilities throughout North America, South America, EMEA and Asia Pacific.

THE CHALLENGE: PASSWORD MANAGEMENT

Sitel operates from, and maintains, four facilities throughout India located in Hyderabad, Chennai, Mumbai and Delhi. Each location had implemented a different customer service process consisting of multiple teams composed of 10 to 15 agents. It was critical for Sitel to improve IT efficiencies and enforce security practices to remain compliant to regulatory requirements such as ISO/IEC 27001, formerly known as BS 7799. Standards including ISO/IEC 17799:2005, ISO/IEC 13335-1:2004, ISO/IEC TR 13335-3:1998, ISO/IEC TR 13335-4:2000, ISO/IEC TR 18044:2004 and "OECD Guidelines for Security of Information Systems and Networks" require organizations to have process and controls in place to monitor and secure financial and personnel data.

One of the most time consuming and challenging functions for the IT department at Sitel was their password management process, which is also a critical component to ensuring network access security and achieving regulatory compliance. As with most organizations, passwords are used to allow or deny access to financial and personnel data as well as business critical business applications on the network. At Sitel, if one of their agents forgets a password, she/he needs to contact the team leader to obtain a new password. The team lead then generates a ticket for IT administration for the new password. The appropriate IT resource is notified of the new ticket and a temporary password is generated with the help of the company's existing software. The new password is sent to the team lead and the team lead communicates the password to the agent verbally. Once the agent receives the temporary password, he/she logs in and resets the password to his/her choice.

Sitel Challenges

- A need to cut down long turn around time to reset forgotten passwords for shift Operators, for security reasons the Team Leader's approval is essential for IT admin to reset password
- Tracking the number of hours each shift operator is at work for billing purposes
- Create, secure and document the activities of users on the network for both regulatory needs and customer review purposes
- Implement identity management across multiple identity stores

Apere IMAG Solution

- IMAG's unique password management and self-service password reset operation stored passwords securely and enabled the Team Leads to reset the passwords with out IT admins dependencies
- IMAG delivered a periodic report on the Operators working hours on daily basis with Login and Logout times for account purposes
- Periodic reports for compliance were generated based on user access information

It can take several hours to complete the process, especially if the appropriate IT resource is unavailable. As a result the agent's productivity is severely impacted.

In addition, regulatory requirements dictate that employees must change their password on a periodic basis to eliminate password sharing which could lead to a serious security breach. Sitel did not have a process to implement a periodic password reset, nor did they have an automated system for generating the required logs to document user information and activity. These logs, which are needed to meet regulatory compliance and must be available to customers for billing purposes, contain valuable information relating to newly created and deleted user accounts, as well as network activity for each user, including "log in" duration. Although Sitel did have a manual process for gathering and collating this information, the process was error prone and as such, was not eligible for audit trail. Sitel needed to automate the process for generating these reports to ensure accuracy and efficiency, and ultimately meet regulatory compliance.

THE SOLUTION – IMAG BY APERE

Implementing Password Management

Sitel selected Apere's IMAG, the industry's first solution to combine Identity Management and Password Management for compliance all a single appliance, to deliver the centralized password management



capabilities they needed. IMAG offered the critical advantages of identity management with the

security framework of password management across multiple domains and applications to provide Sitel with a unique and cost saving password self administration technology.

Sitel rapidly deployed IMAG passively in the network with an IP address, without the need for client agents or a server agent, and enabled Sitel IT administration to identify all applications within the organization which password self administration was required. Then using Apere's Rapid Connect technology, Sitel IT administration quickly consolidated user identities from all the applications, and leveraged IMAG's unique rule-based reconciliation engine to identify only those authorized users who should be given the privilege of password self administration

As a result, Sitel users across Active Directory (AD), were immediately integrated under IMAG's Password Management process, and would automatically receive reminders to reset their passwords every 14 days, thereby eliminating this administrative burden from the IT staff. And, when passwords are reset by users, they are checked against the policies established by Sitel, including length of the password (min, max), characters in the password (special, lowercase, uppercase), etc., to ensure adherence to corporate standards.

Auto-Generated Reports for Compliance

Accurate user activity logs are essential to meet both regulatory compliance needs and customer review for billing purposes. These logs must contain a record of active users, the log in time-period, as well as records of new users created or users who have been deleted. Sitel had been gathering and collating these logs and reports manually, which can be time consuming and error prone, and are therefore ineligible for audit trail. Sitel needed an efficient and effective method to automatically and accurately generate these reports and logs.

IMAG automatically provided the IT management team at Sitel with periodically scheduled reports from a single location in either CSV or PDF format, eliminating the error-prone and expensive manual process they had in the past. As a result, Sitel saved up to 2 weeks of audit preparatory time and improved the overall productivity of valuable IT resources. These reports contained the detailed information of password reset operations, user log in and log out events, as well as the granular user information needed for regulatory compliance including user ID, user name, and user location.

IMAG's innovative Password Management technology enabled Sitel to significantly improve and automate the company's password management procedures to streamline operations, maximize productivity, and enhance network security. In addition, Sitel was able to achieve regulatory compliance for ISO/IEC 2700, formerly known as BS 7799, as well as other regulatory standards including ISO/IEC 17799:2005, ISO/IEC 13335-1:2004, ISO/IEC TR 13335-3:1998, ISO/IEC TR 13335-4:2000, ISO/IEC TR 18044:2004 and "OECD Guidelines for Security of Information Systems and Networks".

ABOUT APERE

Headquartered in San Jose, California, Apere was established by a group of experienced techno-entrepreneurs, and has been engaged in creating world-class products dedicated to offering state-of-the-art and yet cost-effective enterprise security solutions. Apere offers the industry's first Identity Managed Access Gateway designed to address identity and data security issues while significantly reducing the management burden placed on IT staff.

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