



# Protecting customer information



## Media, Press & TV

- Established in 1970
- Headquartered in San Antonio, Texas
- Using Kaspersky Endpoint Security for Business

## Harte Hanks is a full service, multichannel marketing business with clients in more than 30 countries.

Originally a publisher of newspapers in Texas, Harte Hanks later became a television and radio station broadcaster, before moving into specialist, insight-driven direct and digital marketing services, used by some of the biggest brands in the world, including Sony, BMW, Adobe and Panasonic.

Extensive use of cutting edge technology and data analysis solutions enables Harte Hanks to help clients around the world to gain a unique and forensic understanding of their customers – and to then shape and focus marketing activities that build valuable, long term relationships with those customers.

### Challenge

Harte Hanks is a large and dispersed business that has grown rapidly in recent years, assisted in part by a series of strategic acquisitions. It has 49 offices in the United States alone and a similar number of individual lines of business.

Outside of North America its international presence includes operations in Europe, the Middle East and Africa. With rapid growth comes numerous IT infrastructure challenges, not least absorbing multiple legacy systems and contracts.

**“Throughout our conversations with Kaspersky Lab we were impressed with their professionalism, their experience and understanding of the needs of a business like ours and the plain speaking of their technical people.”**

Dorian Facio,  
IT Infrastructure Purchasing  
Manager, Harte Hanks





### Secure

Malware virtually eliminated



### Control

Central console provides global administration



### Support

24/7 peace of mind from dedicated experts

Though the company had attempted to standardize on a single IT security supplier, it was still suffering regular malware attacks that were damaging productivity and were very time consuming for local IT teams to resolve, as Harte Hanks' IT Infrastructure Purchasing Manager, Dorian Facio explains:

"The scope and scale of our activities and locations present constant IT challenges of course, but we felt increasingly vulnerable because our defences were being breached on a regular basis.

"In such a busy, competitive and fast moving industry like ours, we simply cannot afford for our people's work, whether internally with colleagues, or externally with customers, to be disrupted in this way.

"It was also an expensive and inefficient use of our IT teams' time to be regularly diverted onto dealing with emergency issues and resolving recurring problems.

"Perhaps most importantly, a very significant part of Harte Hanks' business reputation and position in the marketplace is based on the design and performance of our own technology and data solutions.

"So, to protect this reputation, our business assets and those of our clients, it was absolutely essential that our IT security arrangements were of a similar quality."

## The Kaspersky Lab solution

Early in 2015 Harte Hanks selected Kaspersky Lab's IT security platform, supported by its comprehensive Gold support package, on a five year contract, following an exhaustive procurement process involving multiple bidders.

"Of course this was a very important appointment for us," says Dorian Facio. "Throughout our conversations with Kaspersky Lab we were impressed with their professionalism, their experience and understanding of the needs of a business like ours and the plain speaking of their technical people.

# 5,500

Employees

# 7,500

Licences

"During the Proof of Concept phase they explained very clearly what needed to be done and how to do it – and we were able to have a fair and productive negotiation with them on price too. It was a very reassuring process and it gave us confidence in them as a potential long-term partner."

In all, Harte Hanks purchased 7,500 licences to protect their entire global endpoint footprint, as well as Kaspersky Lab's market-leading protection and performance enhancing solution for their VMware data center infrastructure too.

## Malware eliminated, expenditure reduced

"And so far so good," reports Dorian Facio. "It is still early days and we are still rolling the solution out, but early reports suggest that problems with malware have been virtually eliminated and our entire IT security position has been improved. And this has been achieved for reduced expenditure when compared to our previous arrangements.

"We can take control of all of our security functions using Kaspersky Lab's centralized management console and having Gold support gives us 24/7 assistance and dedicated account staff who understand our business, our IT infrastructure and our need for a highly responsive service.

"So we are very pleased overall, it's been A+ so far, though we are still yet to take full advantage of some of the features of the Kaspersky Lab solution, which will provide added security and functionality.

"But the fact that we have gone for a long-term, five year agreement with Kaspersky Lab tells you that we have full confidence that this partnership will be good for both parties."



**MOST TESTED\***  
**MOST AWARDED\***  
**KASPERSKY PROTECTION**

\*[kaspersky.com/top3](https://kaspersky.com/top3)

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