



## Australian Broadcasting Corporation

### Customer profile

Australia's largest broadcast corporation

### Industry

Broadcasting

### IT environment

24X7X365 news updates; 800,000 pages of web content; 3,000 users

### Challenges

Needed a comprehensive security solution; required reliability, as few points of failure as possible, with minimal overhead and simple administration

### McAfee solution

McAfee Firewall Enterprise (Sidewinder)

### Results

- Protects the corporation's internal network
- Provides a safe environment for reliable publishing of highly visible content
- Application-layer filtering meets the needs of a web-based environment
- Low Total Cost of Ownership (TCO) meets budgetary restrictions
- Easy administration and policy management

## McAfee Ensures Reliable, Comprehensive Security for Australian Broadcasting Corporation

Founded in 1932, the Australian Broadcasting Corporation (ABC) provides radio, television, and online services and promotes Australia's musical, dramatic, and other performing arts. ABC is Australia's only non-commercial broadcaster, and also the country's largest broadcast organization. It has become an important part of Australia's cultural heritage, fostering the arts and reflecting the nation's cultural diversity.

Having been part of Australian life for more than 70 years ABC now delivers comprehensive and far-reaching media service to Australians through television, radio, and online venues.

In 2000, ABC News Media became an output division of the ABC, alongside ABC TV and Radio. In March 2001, ABC Broadband News service began, and was followed by the launch of other broadband channels. ABC Online now hosts over 800,000 pages of content across a broad range of genre gateways. ABC delivers content in three areas: ABC Television, Radio, and Online. With increasing dependence on the Internet and World Wide Web, it has become even more essential to provide a secure environment—but it is challenging to do so in the face of a cost-conscious operating environment.

In addition, as a 24x7x365 news organization, ABC needed the highest amount of IT network reliability possible, with as few points of failure as possible, minimal overhead, and simple administration.

### Needed: Comprehensive protection with a proven, highly secure firewall

Originally, ABC was running Gauntlet firewalls, but the company's rapid growth and heightened need for security called for a more comprehensive solution, including application-layer protection. After embracing the Web as a core part of its business and launching a separate division for online news delivery, ABC had to take the next step. This meant filtering at the application layer to protect against newer, Web-based vulnerabilities and threats that may occur.

McAfee Firewall Enterprise (formerly Sidewinder) from McAfee's Network Security Business Unit (formerly Secure Computing), provided the best of both worlds and was the most comprehensive firewall product available.

### Affordable, reliable, comprehensive security meets ABC's needs

The hybrid nature of McAfee Firewall Enterprise met every requirement of the ABC security policy. In addition to fast packet-level filtering, it also provides thorough, application-layer filtering to meet the new demands of the Web environment.

ABC experienced improved reliability, speed of access, and the ability to consolidate a number of previously disparate services. Furthermore, reliability of service is essential for a 24x7x365 news-gathering and broadcasting organization. The consolidation of services has and will allow for a reduction in points-of-failure on the network and minimize the management overhead.

McAfee Firewall Enterprise also proved to be an ideal solution for ABC's tight budgetary restrictions. It is expected that the capacity of these systems will allow the corporation to grow into them over the next few years without any additional capital expenditure. Additionally, because administration and policy management can be done through an intuitive, centralized GUI, ABC is able to save on administration time, reduce firewall administration cost, and continue to ensure configuration integrity as it builds and deploys firewall policies going forward.

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Spokesperson  
Australian Broadcasting Corporation

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### **The results**

Seventy-five percent of Web attacks take place at the application layer. When dealing with the Web, using Web services, HTTP, and other Web-based protocols, the application-layer filtering of McAfee Firewall Enterprise does the job. McAfee Firewall Enterprise was initially rolled out at ABC to provide policy enforcement for approximately 3,000 users.

In addition to complying with the organization's security policy and advanced security requirements, McAfee Firewall Enterprise also assists in maintaining network availability to ensure the speedy, reliable, and secure publishing of content to the corporation's Web site. With the launch of ABC Online, the corporation's Web presence has become a primary venue for the dissemination of content, and an important news link for many viewers throughout the country.

