

ca world®'11

IT at the speed of business

**SFR Solves Employee and Partner
Fraud Challenges with CA Arcot
Advanced Authentication and CA
SiteMinder.**

agility
made possible™



Security

SA601SN

SFR Solves Employee and Partner Fraud Challenges with CA Arcot Advanced Authentication and CA SiteMinder.

Sélim Baccar
SFR

ca world®'11

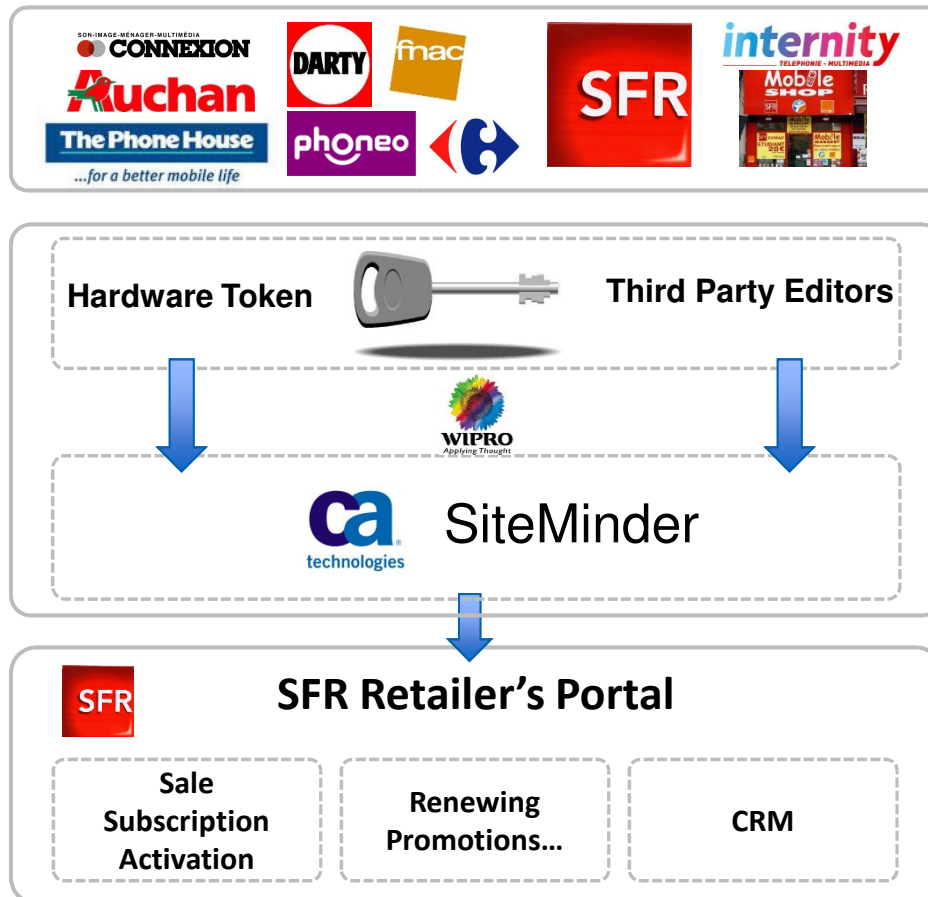


Abstract

Sélim BACCAR, Project Manager @ SFR

SFR decided to put an end to fraud in retail stores by implementing CA Arcot WebFort to secure access to their retail portal. During this session, you will learn why this choice was made and how it strengthens the sales distribution network while replacing the previous hardware token strong authentication solution. Sélim will discuss how this solution was implemented with CA SiteMinder in a flexible manner, which allows them to enable several authentication methods for a single URL. He will explain how this strategic enterprise project was a business success because of the technology innovation that was delivered, while meeting the aggressive implementation timeline required. Finally, he will highlight how this solution has increased security and improved the bottom line by reducing misuse and fraud.

The actors of SFR customer's relationship...



- 21 millions of clients
- 16 millions of which are contract holders

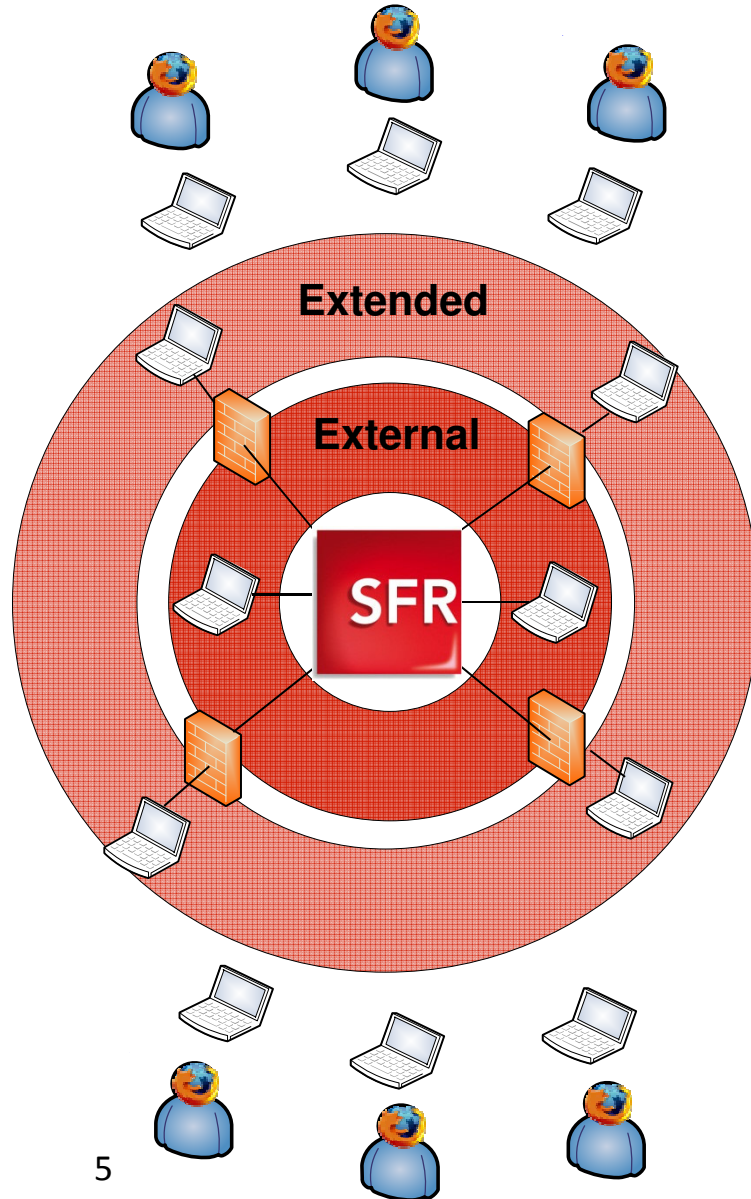
Through :

- 900 SFR Branded Stores
- 5 000 Retail Stores
- 25 000 Sales people

Keys :

- **WHO?** : Authentication
- **WHERE?** : Localization
- **TO?** : Authorization
- **HOW?** : Trust

... in a high speed changing world.



IS to the outer world

- CRM Externalization
- Retail Store Setup
- Online Services (Selfcare)

Risk Evolution

- Extension of use cases
- Value increase
- Law enforcement (CNIL / Directive Européenne 2002/58/CE regulations)

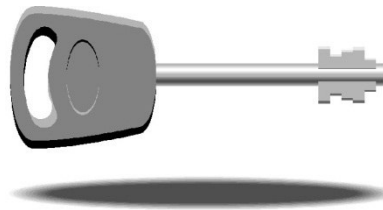
Fraud techniques' evolution

Higher Client Impact

Access to the SFR Retailer's portal: *A security system becoming weak*

Access from any
computer regardless
of location & access
point

Visual access to
strong authentication
codes



15 000 tokens with
5 000 replaced each
year generating a cost
over 100K€ per year

Portable Hardware
Token



Heterogeneous
Architecture with
complex and unstable
interfaces

**Leading to the search for a valuable and
reliable replacement solution:**

CA ARCOT



How did we come up with Arcot...

- The answer to our needs: software tokens.
- The Questions :
 - which product(s)?  A new & unknown product : CA Arcot
 - which cost?  Add new hardware with integration cost?
 - change Management?  For both we needed to deploy a software over an unknown and non mastered computer Park.
 - which Security?  Device locking is a common feature.

How to decide between two close solutions?

SECURITY

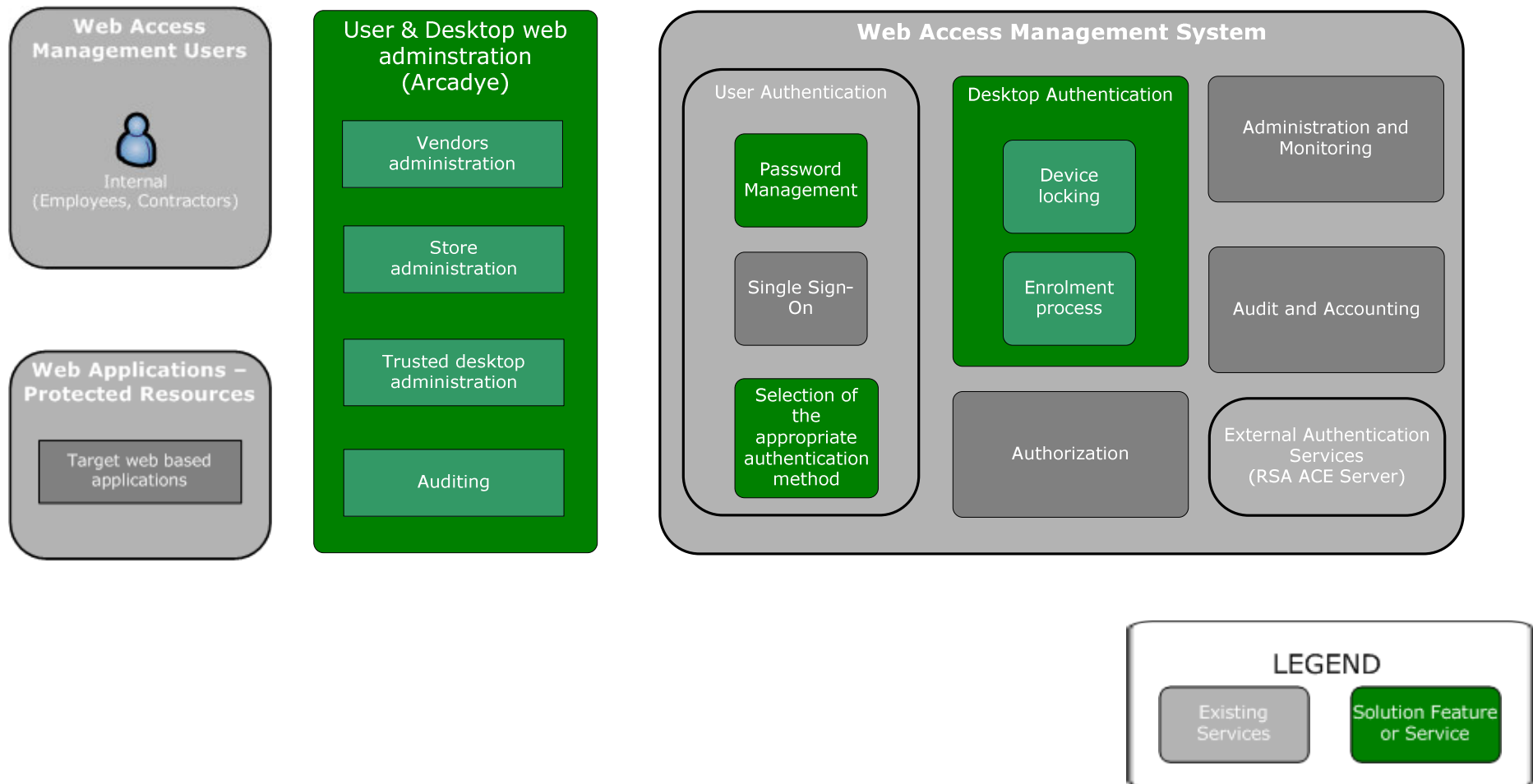
Option 1:

- Token Software
- Device locking : Get Rid of the GUI.
- Changing the clock allows to guess the OTPs in the future.

Option 2:

- CA ARCOT
- Device locking : a fingerprint of the computer to secure the AID on the computer.

The Arcot/Siteminder solution



A transparent migration : unique URL for multiple forms

Historically

**Long term
Migration**

=

**Access URL
change**

...not possible for

SFR

So, how do we do this...


We detect the computer's information and we offer the appropriate form

KEYS

- Siteminder Authentication forms
- Routing apache server
- Webservices

CA ARCOT Device locking is the life insurance!

IT at the speed of business

- Fraud & logistics costs 
- Client impact
- SFR Image
- Only 6 months to go live!!!
 - Project Planning
 - Impact on the existing systems and applications
 - Defining the solution & Architecture with the Device locking constraint
 - Visiting the retail partners & considering their constraints
 - Defining the user's and enterprises' profiles
 - Defining the enrollment processes
 - Defining the communication processes
 - The same URL must be used by both Hard Token and Arcot users!!!
 - Zero business Impact!!!

Before & After:

Authentication screens with former solution, then with Arcot

BEFORE



SFR Bienvenue sur SFR Distribution

N° de série Calcullette

Mot de passe Calcullette

Mot de passe PDV

EFFACER **VALIDER**

AFTER

As seen in store...



SFR Bienvenue sur SFR Distribution

Login

Mot de passe

EFFACER **VALIDER** ⓘ

[Basculer sur une authentification par calcullette](#)
[J'ai perdu mon mot de passe](#)

- During the migration phase, the opportunity is left to go back to the older form.
- There is no need, it's a lot easier to search one's own credentials than to look for the token around the shop

DEMO

- Demo Scripts is :
 - Call to the SFR Retail Portal
 - Hard Token login screen for a retailer who is not enrolled yet to Arcot.
 - User logs in with OTP.
 - Connecting to Arcadye : store security management tool
 - Arcot enrolment process
 - And user management application
 - The system detects that his computer was never secured
 - User logs-out of the sales CRM system
 - User goes back to login screen: Login-screen is now the Arcot one!!
 - User logs in with his Arcot credentials!

Demo Step1: Retail Portal URL call.



The image shows a login form for SFR Distribution. It features the SFR logo in a red square at the top left. To the right of the logo, the text 'Bienvenue sur SFR Distribution' is displayed. Below this, there are three input fields: 'N° de série Calculette', 'Mot de passe Calculette', and 'Mot de passe PDV'. At the bottom of the form, there are two buttons: 'EFFACER' (clear) and 'VALIDER' (validate).

SFR Bienvenue sur SFR Distribution

N° de série Calculette

Mot de passe Calculette

Mot de passe PDV


EFFACER **VALIDER**

Demo Step2: Retail Portal Access.

Accueil mercredi 22 juin 2011 Plan du site Hotline : 0805772525

SFR Distribution Rechercher OK

ALERTES & INFO | ACCUEIL CLIENT | MAGASIN | FORMATION



Flash Info

- 22 juin 2011 - 14:54 SAV - Qualité SAV - Mai 2011
- 22 juin 2011 - 08:03 Offres - Promo d'été Canal+ et iPad
- 21 juin 2011 - 14:39 Formation - Rappel Module E-learning "Les formules Carrées"
- 20 juin 2011 - 17:47 Offres - Ouverture de ligne - Attention : nouveau frais chez Orange
- 20 juin 2011 - 12:57 Offres - Rappel sur les grands principes de souscription des formules Carrées

[Tous les Flash Info](#)

Alertes outils

- 17 juin 2011 - 16:00 Complément - Incident V&S RM : UTI217
- 17 juin 2011 - 11:00 Incident V&S RM : UTI217
- 20 juin 2011 - 20:00 Incident V&S : VLA indisponible
- 17 juin 2011 - 09:00 Lancement de l'outil maintenance démo
- 15 juin 2011 - 13:40 Incident V&S : option "Illimité 5 No TO"

[Toutes les alertes](#)

espace SFR

espace SFR SFD Paris Champs Elysees
1021996

040 Dossiers en validation

Me déconnecter

★ Mes Favoris

Choisissez

→ Accès directs

Choisissez

Nouveaux documents

- > Qualité SAV- Mai 2011
- > ODR iPad 1ère génération
- > ODR iPad 1ère et iPad 2
- > ODR - 50 euros réservée aux abonnés SFR
- > neufbox de SFR : Offre réservée aux clients SFR ...
- > ODR SFR Pro et Nouveaux Clients Portabilité
- > SFR Conso Data
- > ODR Promo Spéciale Parents SFR. Equipez votre ado de - ...
- > Internet en mobilité - Promo Canal+
- > Renouvellement de Mobile

Informations légales N1C

Demo Step3: Store Management application



The screenshot shows a login interface for 'SFR Arcadye'. It features a red 'SFR' logo on the left. To the right of the logo, the text 'Bienvenue sur Arcadye' is displayed. Below this, there are two input fields: the first is labeled 'Login' and the second is labeled 'Mot de passe'. A red button labeled 'VALIDER' is positioned below the password field. At the bottom of the form, a red warning message is displayed, stating that access is restricted to authorized users and that unauthorized access is a criminal offense under Article 323-1 of the Penal Code, punishable by up to 2 years of imprisonment and a 30,000 euro fine.

SFR Bienvenue sur Arcadye

Login

Mot de passe

VALIDER

Vous tentez d'accéder à une application propriétaire strictement réservée aux utilisateurs expressément autorisés par le propriétaire. Tous les accès et tentatives d'accès à ce site sont détectés. Tout accès ou tentative d'accès non autorisé à cette application constitue conformément à l'article 323-1 du Code pénal, une atteinte à un système de traitement automatisé de données et est passible de 2 ans d'emprisonnement et de 30 000 euros d'amende.

Authentication with a Store Manager's account to be able to secure the computers

Demo Step4: We detect that the terminal was never secured



- A message notifies the user that his computer is being secured.
- This is a step that the end user has to validate.

Demo Step5: Create the Arcot Login in the database

Jeudi 01 Septembre 2011

 **Arcadye**

Si ce poste n'a jamais été sécurisé :

Nom du poste *

Commentaire

VALIDER

Si ce poste a déjà été sécurisé :

▼

VALIDER

- First Step of the enrollment Process : create a new CA Arcot Login
- We can also use an existing one (to secure again)

Demo Step6: Arcot Setup and enrollment



- User must wait during the CA Arcot client setup
- Second enrollment step : the link below allows downloading the ArcotID



Demo Step7: End of activation and Store management Application Access



- Here is the application which allows to manage the users and the computers inside a retail store

Demo Step8: Retail portal URL call

- Once the Store manager is done with securing his computer, he just needs to close his browser and call the same URL he always typed.
- Automatic switch to the new authentication form



The screenshot shows the SFR Distribution login interface. At the top left is the SFR logo (a red square with 'SFR' in white). To its right is the text 'Bienvenue sur SFR Distribution'. Below this are two input fields: 'Login' and 'Mot de passe' (Password). Under the password field are two buttons: 'EFFACER' (Clear) and 'VALIDER' (Validate). To the right of the 'VALIDER' button is a small red circular icon with a white 'i'. At the bottom of the form are two links: 'Basculer sur une authentification par calculatrice' (Switch to calculator authentication) and 'J'ai perdu mon mot de passe' (I lost my password).

Demo Step9: The Retail Portal access is still the same

The screenshot displays the SFR Distribution website interface. At the top, a red header bar contains the SFR logo, the word "Distribution", a search bar with the text "Rechercher", and an "OK" button. Below the header, a navigation bar includes links for "ALERTES & INFO", "ACCUEIL CLIENT", "MAGASIN", and "FORMATION".

The main content area is divided into several sections:

- LES FORMULES Carrées**: A large red box with white text.
- Flash Info**: A section with a purple speech bubble icon, listing recent updates with timestamps and titles such as "SAV - Qualité SAV - Mai 2011", "Offres - Promo d'été Canal+ et iPad", and "Formation - Rappel Module E-learning 'Les formules Carrées'". A link "Tous les Flash Info" is at the bottom.
- Alertes outils**: A section with a gear icon, listing system alerts with timestamps and titles like "Complément - Incident V&S RM : UTI217", "Incident V&S RM : UTI217", and "Lancement de l'outil maintenance démo". A link "Toutes les alertes" is at the bottom.

On the right side, there is a sidebar with the following elements:

- espace SFR**: A red box with the SFR logo.
- espace SFR SFD Paris Champs Elysees**: Text indicating the location.
- 1021996**: A number, likely a phone number or account ID.
- 040 Dossiers en validation**: A red box with the number 040 and the text "Dossiers en validation".
- Me déconnecter**: A link to log out.
- Mes Favoris**: A section with a star icon and a dropdown menu labeled "Choisissez".
- Accès directs**: A section with a right arrow icon and a dropdown menu labeled "Choisissez".
- Nouveaux documents**: A section with a dropdown arrow, listing various documents such as "Qualité SAV - Mai 2011", "ODR iPad 1ère génération", "ODR iPad 1ère et iPad 2", "ODR - 50 euros réservée aux abonnés SFR", "neufbox de SFR : Offre réservée aux clients SFR ...", "ODR SFR Pro et Nouveaux Clients Portabilité", "SFR Conso Data", "ODR Promo Spéciale Parents SFR. Equipez votre ado de - ...", "Internet en mobilité - Promo Canal+", and "Renouvellement de Mobile".

At the bottom of the page, there is a footer with the text "Informations légales" and "N1C".

FEEDBACK - Implementing Arcot

- Change management is the hardest, especially if you:
 - Don't master the external technical environment
 - Don't share the same goals with your partners
 - Don't involve business and technical decision makers from the beginning
- Don't try to do everything on your own:
 - CA & Arcot architects helped defining and integrating the solution :
 - We Saved a lot of time (& money) by allocating the technical part to CA.
 - SFR project management and business partners relationship management:
 - Operational team : implementing and running the solution
 - Sales department : coordination with business (distribution) partners

FEEDBACK - Time Profit

- Time Share:
 - Spent a lot of time with CA architects to study, think and choose the solution :
 - Explained our Needs : some constraints appeared while thinking about the solution
 - Which enrollment process ? Considering Integration and Increasing constraints
 - Ended up with two possible solutions:
 - Two models (in a short time) to choose which one fits better!
 - Getting the job done with a focus on quality:
 - Time writing the enrollment and security process → short time to implement them
 - Time writing the troubleshooting guide → support team gains fast autonomy
 - Time thinking the stress test scripts → short time to develop them

Q&A

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