



Business need:

- Strong information security
- Positive remote access user identification and authentication
- Protection of confidential business and customer information
- Compatibility with existing remote access solution
- Low administrative overhead, no extensive user training

Benefits:

- Ease of deployment and administration
- Seamless integration with existing Citrix infrastructure
- Positive user identification
- Secure access to critical information

Background

Associated Banc-Corp (NASDAQ: ASBC) is a diversified bank holding company providing financial solutions to businesses and individuals through more than 300 banking locations across Wisconsin, Illinois, and Minnesota. With financial services that go well beyond banking and a diverse product portfolio, ASBC provides complete financial solutions to its customers.



Business Problem and Customer Need

Associated Banc-Corp is a progressive corporation that maximizes the use of technology to achieve its business goals. Empowering its employees to perform their tasks required implementation of remote access technology to allow those employees to access corporate networks and associated data remotely. As the number of users with remote access privileges increased, IT and information security staff recognized the need for a strong authentication solution to positively identify the remote users. To comply with both corporate policy and regulatory legislation, ASBC had to ensure protection of confidential business and customer information while maintaining high levels of customer service. In addition, ASBC defined their specific requirements:

- The solution had to be compatible with ASBC's current remote access deployment to provide the highest level of security available
- Integration with existing Citrix access infrastructure.
- Low total cost of ownership (TCO)
- No user training required to simplify the roll-out of the solution
- Minimal administrative effort related to deployment and maintenance

The Solution: SafeWord for Citrix

After comparing several different software- and hardware-based solutions (including biometrics), reviewing industry-trusted research reports (such as Gartner), and talking to existing customers and technical staff of various other vendors, Associated Banc-Corp selected SafeWord for Citrix® to meet their needs.

Even though several products seemed to satisfy their two-factor authentication security criteria, SafeWord stood out for its ease of use, low administration requirements and TCO. Most important was SafeWord's seamless integration with ASBC's Citrix access infrastructure. As an "out of the box" Citrix-compatible solution, SafeWord for Citrix comes with agents that enable secure two-factor log-in with a wide range of Citrix applications, eliminating the need for any additional customization.

“The most satisfying aspect, no doubt, has been the ease of deployment and ongoing administration. It took us longer to plan and roll out the deployment than it took us to actually deploy the tokens, and it integrated seamlessly with the Citrix access applications that we were already using. Low administrative overhead continues to be a great cost-saver for us.”

Howard Dulaksmith
Systems engineer at ASBC

Other benefits of SafeWord’s solution include:

- Tight integration with Citrix products and Active Directory: users quickly access Citrix applications and administrators easily manage tokens and users. Such tight integration makes installation and deployment easy and cost-effective, and in many cases, reduces administrative time by 80-90%.
- Enhanced security with dynamic One-Time Passwords: To gain access to their remote desktops, each user generates a new one-time-password with a press of the button on the SafeWord authenticator. Entering this password in combination with a memorized PIN ensures that two factors are used in authentication. Once the correct OTP password and PIN are entered, the user is securely authenticated to their desktop.

Even though several vendors offered the two-factor authentication security criteria required by the company, SafeWord for Citrix stood out as the best choice for ASBC and ultimately, SafeWord met and exceeded all of the requirements set out at the initiation of the project.

About SafeNet

In 2007, SafeNet was acquired by Vector Capital, a \$2 billion private equity firm specializing in the technology sector. Vector Capital acquired Aladdin in March of 2009, and placed it under common management with SafeNet. Together, these global leading companies are the third largest information security company in the world, which brings to market integrated solutions required to solve customers’ increasing security challenges. SafeNet’s encryption technology solutions protect communications, intellectual property and digital identities for enterprises and government organizations. Aladdin’s software protection, licensing and authentication solutions protect companies’ information, assets and employees from piracy and fraud. Together, SafeNet and Aladdin have a combined history of more than 50 years of security expertise in more than 100 countries around the globe. Aladdin is expected to be fully integrated into SafeNet in the future. For more information, visit www.safenet-inc.com or www.aladdin.com.

About Associated Banc-Corp

Associated Banc-Corp, headquartered in Green Bay, Wisconsin, is a diversified bank holding company with total assets of \$24 billion. Associated has approximately 300 banking offices serving about 160 communities in Wisconsin, Illinois, and Minnesota. The company offers a full range of traditional banking services and a variety of other financial products and services. More information about Associated Banc-Corp is available at www.associatedbank.com.