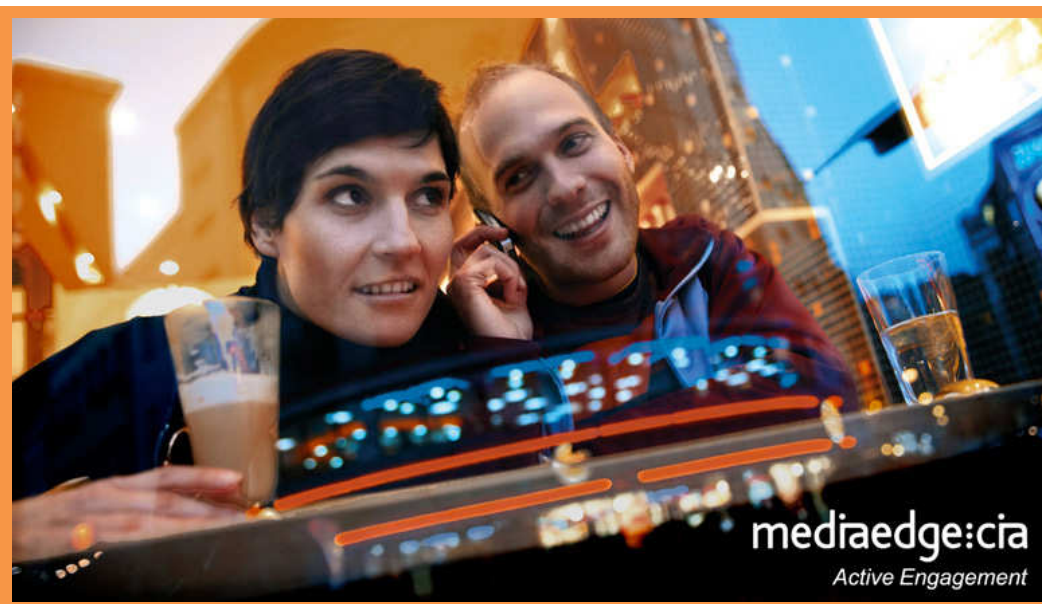


MEDIAEDGE:CIA ITALY

Mediaedge:cia, as the most important media centre worldwide, manages strategic information of their customers daily. In order to safeguard their business, they decided to implement a management system for data security, which – thanks to Getsolution – has recently obtained the ISO27001:05 certification “Information Security Management System”.



Customer Needs

Mediaedge:cia, part of the WPP Group, counts more than 4000 employees, 220 offices and a presence in 76 countries worldwide. In 2006 they have been awarded by Recma as the most dynamic agency in the world, in Europe and in Italy. In 2007 they got the prestigious nominee of Media Agency of the Year by Marketing Magazine (UK), Campaign Magazine (UK) and Media Magazine (Asia Pacific).

As the leader media centre, Mediaedge: Cia Italy Spa, provides services of planning and negotiation of advertising spaces on all the means of communication, from press to web, from radio to TV. Standing out for a strong customer orientation,

Mediedge:Cia Italy considered important to implement a security information system which is able to manage data and information of their customers by segregating them without having any effect on the normal workability of the company.

Thanks to the specific experience gained by GetSolution in the “Advertising” and “Marketing Communication” field, Mediaedge:Cia Italy found the ideal partner in the Italian consultancy, based in Milan, in order to handle this challenge.

The strong motivation of Mediaedgce:Cia and the competence of Getsolution were fundamental to implement a management system which satisfies (*continue*),

MEDIA COMPANY

Facts & Figures

Customer
Mediaedge:CIA Italy

Achieved certification
ISO 27001:2005
“Information Security Management System”

Place
Milan
Roma

The Italian network
260 Customers
More than 250 Employees
4 offices in Italy (Milan, Rome, Verona, Turin)

Turnover
1.300.000 K €
(source Recma)

Time Schedule
8 months after the Kick-off

“Our customer orientation encourages us to add value to our services: that’s why we got the certification thanks to GetSolution”

Luca Vergani
“General Manager”
Mediaedge:CIA Italy

different needs at the same time: some regarding physical security, logic and organisational aspects which were requested by the third part in order to release the certification, others related to organisational and managing efficiency requested by the company.

The Stages of the Project

The aim of the project was immediately clear: implementing a management system able to obtain the certification ISO/IEC 27001:2005.

Different activities contribute to reach this purpose from the mapping of the processes, to the implementation, from the maintenance to the optimization of a Information Security Management System (ISMS) in line with the international standard.

The macro steps of the project can be summarized in:

- Process analysis and mapping of the related assets;
- Risk analysis;
- Risk Management;
- Statement of Applicability (SoA);
- Incident Management;
- Business Continuity Plan, implementation and test;
- Training sessions related to security matters lead in-house and by-e-learning;
- Internal audits in order to the verify and evaluate the effectiveness and the efficiency of the system;
- Management review;
- The verification of the third parties and obtaining the certification.

Every step of the project is included in a process of constant improvement which sees the management system being in tune with the needs of the company in terms of security and business and meeting their requirements.



Final Results

Thanks to Getsolution Mediaedge:cia Italy achieved the expected goals in respect of the schedule. This is demonstrated by the certification obtained in December 2007. On this occasion Mediaedge gained the merit of the best practise related to the good job run during the training of their employees. This shows that for both GetSolution and Mediaedge:Cia the certification is part of a wider project of an on-going improvement of the effectiveness and efficiency of business processes in behalf of their customers and as a flywheel for their business.

Today Mediaedge:Cia guarantees what follows to their customers, on one hand the managing of the information related to their corporate reality and business – in respect of the most completed reservation of data, as well as regarding the technological and physical infrastructures and as far as the organisation is concerned –, and on the other hand, the business continuity of the company – through the individuation of technical and organisational solutions studied to recover the company information system in case of extraordinary adverse circumstances.

For a company competing in an extremely dynamic market where rules have to be clear but simple, the fact of implementing politics, procedures and technologies orientated to safeguard the information of their customers – in respect of the management workability – was a challenge accepted and overcome with success.

