WiredRed
software

Hugin Standardizes on WiredRed's e/pop for Secure, Comprehensive Instant Messaging Capabilities

Fast, efficient communication between employees, co-workers, employees and vendors is key to successful business practices. As companies grow larger and more decentralized, the ability to conduct business using a team approach has become more difficult and complicated. The need and resulting demand for better communications spawned the development, growth and worldwide popularity of communications technologies, such as Enterprise Instant Messaging (EIM). While instant messaging was originally developed as a consumer chat tool, EIM solutions, with a list of features and security not found in consumer-grade services, were developed in the effort to help businesses, hospitals, government agencies, the military and schools to achieve optimum communications efficiency. Subsequently, EIM has helped produce a more cohesive teamwork environment, and as a result, has increased the quality of customer service.

Problem:
- Desire to create a stronger team environment for employees in nine offices in eight Pan-European countries. Pre-public financial info very confidential.

Solution:
- e/pop Professional, a secure instant messaging, presence and real time communications software for business

Business & IT Benefits:
- e/pop's presence management system provided a strong team-building tool
- The entire company uses e/pop for day-to-day and urgent communications
- Hugin's stringent security policies were met by e/pop's end-to-end encryption

Hugin, a Primary Information Provider (PIP) that provides publicly listed companies with an easy and cost-effective solution to distributing their financial information, is one of the many companies that relies on WiredRed's e/pop for inter- and intra-office communications throughout the organization.

Hugin is responsible for distributing price-sensitive corporate information to media, investors and other stakeholders throughout Europe. The only Regulatory Information Service provider in all of the UK, German, Swedish, Swiss, Austrian, Danish, Finnish and Norwegian markets, Hugin coordinates distribution of financial public relations and calendar information to various audiences worldwide.

e/pop is currently being utilized in nine offices located in eight Pan-European countries including Hugin's Norwegian headquarters and offices located in Denmark, Sweden, Finland, Germany, Switzerland, the Netherlands and the U.K.

According to Marius Granholt, Hugin's operation manager, one reason the company decided to search for a secure instant messaging application was to create a strong team environment for its support teams located in various countries.

"e/pop facilitates the quick resolution of trivial questions and communication tasks," he explained. "After deploying e/pop last year, it was soon being used by the entire company and is now an incomparable communication system that, because of its presence component, is an excellent team-building tool for Hugin."

Hugin's customer support teams, account managers, management, finance and the IT department all use e/pop for team coordination and informal communication. The IT department uses e/pop to provide instantaneous warnings and updates about applications, servers and other computer systems that may be unavailable.

Granholt evaluated, installed and tested about six similar instant messaging solutions. He chose e/pop because of its application customization features, security and business-like client interface.

"e/pop is strictly a business application. There are no silly graphics or emoticons commonly found in consumer-grade services and the e/pop Enterprise Server is extremely stable and scaleable," said Granholt.

Given the sensitive and confidential nature of the financial and corporate information it distributes, security was another top priority for Hugin.   During the product evaluation and testing phase, Granholt found that e/pop supports corporate standards for secure operations and central management, including directory integration, authentication and end-to-end encryption with options such as RC4, DES, triple DES, AES and RSA.

e/pop was designed for complex network environments and private routes secure presence and IM traffic via e/pop servers on fixed IP addresses. This eases the deployment process and the communication problems in network environments with multiple firewalls, NATs and proxies installed.

"We used various IM offerings in the past, but discovered that e/pop provided a more comprehensive feature set and much tighter security," said Granholt. "e/pop is far more secure than any email program, and for us, implementing products that require using the Public Network unencrypted is not an option. e/pop has proven itself to be a robust, fast and highly secure real-time communications system that is ideal for Hugin."