



# EMKE Group tightens network security with TippingPoint



## CASE STUDY

**User:**  
EMKE Group

**Country:**  
Abu Dhabi, UAE

**Industry:**  
Retail, Real Estate,  
Export

### Background

Ranked as one of the biggest Indian-owned conglomerates in the Gulf, EMKE Group operates popular brands of retail chain stores in the Middle East that include the well-known Lulu chain of supermarkets, department stores, hypermarkets and now shopping malls; Al Falah Plaza and Emirates General Market. The Group's retail chains cater to over 200,000 customers every day and enjoy over 32% of the total retail market share within the GCC.

Over the years, EMKE Group has ventured into varied businesses operating in the UAE, Oman, Qatar, Kuwait, Bahrain, Saudi Arabia, Yemen, India, Indonesia, Thailand, Hong Kong, China, Kenya, Tanzania and Benin. Its presence in this traditional supply chain from manufacture to import & export to wholesale and finally to retail of consumer products has given the company a competitive edge in understanding consumer needs. EMKE Group operates with a firm philosophy of "right products in the right place at the right time".

### Challenge

As a non-technical organization, IT is a business enabler for EMKE, with a clear mandate on technical resource allocation and service management. With operations in 15 countries in Far East, Middle East and Africa; and headquartered in Abu Dhabi, UAE, the internet is the Group's prime mode of communication. Information protection is the top priority.

To be ready for an enterprise-wide ERP deployment along with quite a few new service and availability enhancements, EMKE was undergoing a major infrastructure upgrade. The Group's IT department required to examine all its internet traffic; detect and stop illicit access and malicious content. The group needed a network-based IPS with unparalleled protection against external and internal attacks.

As a regular IT provider, Seven Seas Computers, FVC's authorised partner for TippingPoint, knew EMKE's business model and understood that the two key driving factors were reliability and performance. As a non-technical enterprise, the other equally important deciding factors were deployment and manageability within the group's limited resource pool.

### Solution

It was important for Seven Seas Computers to provide a solution that was tried and tested. The company had to focus on providing a solution that was 'highly secure, had high performance, and was relatively simple to deploy for EMKE'.

EMKE already has firewalls across its enterprise and when in search for a suitable IDS device, evaluated TippingPoint's 600E appliance along with others. Since almost all IDS-based solutions are passive systems and offer little more than an after-the-fact notification, it was not the answer to EMKE Group's need for maximum protection without losing any network performance on its existing network infrastructure like firewall, routers and switches.

EMKE's evaluation process revealed that the TippingPoint IPS device had all the capability the Group needed, providing maximum throughput in line mode without comprising on performance and security. It had the capability of performing deep packet security processing to filter out





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unwanted traffic and have good support infrastructure.

Before implementation, Seven Seas and FVC had conducted a month-long "Proof Of Concept" and Traffic Pattern Analysis using the selected TippingPoint 600E appliance to ensure effective deployment.

Since the TippingPoint IPS device is an independent ASIC-based wire-speed appliance, Seven Seas Computers had the luxury of planning for various deployment options in a phase-by-phase approach with the minimum investment. This flexibility is also evident when it comes to the inherent High Availability (HA) options, though Security-Performance-Simplicity trio was the key differentiator. TippingPoint and FVC being locally present were quite helpful in developing the action plan for Proof of Concept and final implementation.

### Result

While this project is complete, in the future, Seven Seas might look at slight changes in topology as the EMKE Group expands its infrastructure across the group.

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TippingPoint

