

## Large International Retailer Selects Akamai for Guest Wi-Fi Protection



### Requirements

- Create an Acceptable Use Policy for free, in-store Wi-Fi
- Deploy across all North American store locations
- Work with existing solutions and environments

### The Situation

A large international retailer understands that it can remain differentiated from its competitors by the selection of in-store amenities that it offers its customers, including restaurants and coffee shops, pharmacy and photo services, and free Wi-Fi access. Additionally, its family-friendly brand image is a key success factor that drives its business. Recently, its IT team noticed that some store patrons were misusing the free Wi-Fi to access certain classes of sites that were inappropriate, yet not being blocked with the company's current Acceptable Use Policy (AUP) solution. With possible brand damage in mind, and knowing that removing free Wi-Fi access was not an option, the firm decided to reassess its AUP service.

### Why Enterprise Threat Protector

Already familiar with Akamai's product offerings, the retailer reached out to Akamai for assistance. The Akamai team came in to demonstrate Enterprise Threat Protector (ETP), a cloud-based solution that monitors Domain Name System (DNS) queries, enforces Acceptable Use Policies, and proactively identifies threats that exploit these types of Internet infrastructure vulnerabilities.

During a trial phase, the customer routed its external DNS traffic to the ETP service, which checked requested domains against Akamai's real-time domain risk scoring threat intelligence. The customer was able to set up its AUP lists for the business and roll-out to all North American stores, which allowed it to uniformly and immediately block users from accessing unacceptable content and malicious and out-of-policy domains and services. The customer appreciated the enterprise-wide visibility afforded by the ETP dashboard and was impressed by both the ease-of-use and the compatibility with existing SIEM tools. Shortly after the demonstration, the retailer's IT team deployed ETP across all North American store locations and has no longer experienced issues with Wi-Fi misuse.



As the world's largest and most trusted cloud delivery platform, Akamai makes it easier for its customers to provide the best and most secure digital experiences on any device, anytime, anywhere. Akamai's massively distributed platform is unparalleled in scale with more than 200,000 servers across 130 countries, giving customers superior performance and threat protection. Akamai's portfolio of web and mobile performance, cloud security, enterprise access, and video delivery solutions are supported by exceptional customer service and 24/7 monitoring. To learn why the top financial institutions, e-commerce leaders, media and entertainment providers, and government organizations trust Akamai, please visit [www.akamai.com](http://www.akamai.com), [blogs.akamai.com](http://blogs.akamai.com), or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at [www.akamai.com/locations](http://www.akamai.com/locations). Published 01/18.