

safeguards

its networks and
confidential client
information with
AT&T Cybersecurity
solutions

- **Business needs** - Always working to enhance security, Per Mar sought better ways to better protect its networks and data from pervasive threats.
- **Networking solution** - A suite of AT&T cybersecurity solutions helps defend Per Mar against dangers such as breaches, viruses, hackers, malware, ransomware, phishing scams, and more.
- **Business value** - AT&T helped Per Mar reduce telephony costs, enhance network and data security, make the best use of its IT team, and stay abreast of best-in-class solutions.
- **Industry focus** - Home and business security solutions provider
- **Size** - \$100 million in annual revenues

About Per Mar Security Services

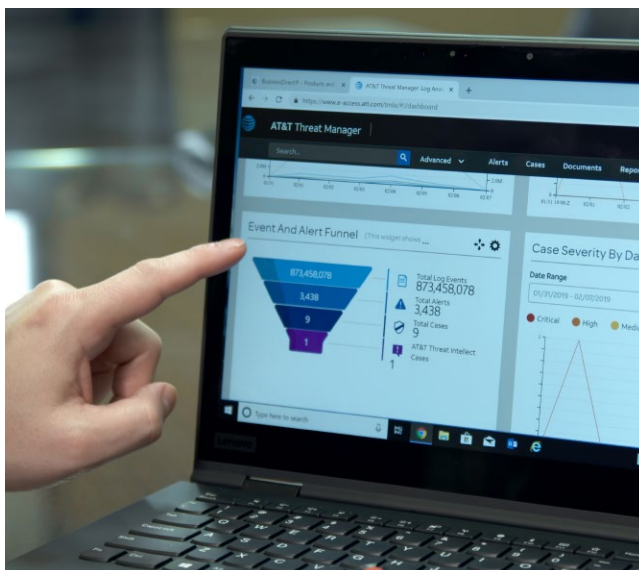
Per Mar Security Services was originally chartered as a security and investigative business in 1953 by John and Eleanor Duffy in Davenport, Iowa. The couple initially ran the business out of their home. Today, still owned by the Duffy family, the company is the largest family owned, full-service security provider in the Midwest. Per Mar Security operates in 13 states with 24 branch locations and 19 satellite sites.

The situation

As a security company, Per Mar was always proactive in seeking out the best ways to protect its staff and systems, and those of its clients. Because email has become a vital communications tool for all businesses, Per Mar invested heavily in programs to prevent viruses, malware, hackers, and other intrusions. However, one of the solutions which performed email filtering at the company's sites had some flaws – which meant that spam and other potentially damaging email could enter Per Mar's systems. The company needed a solution that filtered out problems before they could reach Per Mar's networks.

Solution

Per Mar augmented its security with AT&T Secure E-mail Gateway, which is designed to screen email and filters out known and suspected threats before they reach the company's network. It also turned to AT&T Professional Services for a "Vulnerability Assessment" to help improve enterprise security, and they chose AT&T Managed Threat Detection and Response to help detect and respond to cybersecurity threats. They also selected AT&T IP Flexible Reach for their calling needs.



A vested interest in keeping communities safe

Per Mar has grown to be the largest family-owned, full-service security company in the Midwest, thanks to steadfast dedication to its community, employees, and customers. Maintaining a strong presence in the areas it serves enables Per Mar to provide unfailing security services. Living and working among its customers gives Per Mar a vested interest in keeping people and their property protected.

The company, which recently celebrated its 65th anniversary, provides full-service security solutions for homes and businesses, including customized security systems, security officers, investigations, background checks, alarm monitoring, and more.

Much has changed in the security industry since Per Mar was founded, and much has changed at Per Mar. The company has expanded from a single location to 24 branch offices and 19 satellite locations in 13 states, serving more than 60,000 customers. Today, Per Mar uses technology that its founders never imagined, but its core values and mission have remained the same: Per Mar is committed to integrity, a sense of community, and putting employees and customers first.

Following the dictates of its founders, Per Mar's leadership team continues to believe in giving back to the communities it serves by actively volunteering and providing monetary support to local organizations. It also established its own charity fund in 1980 to create an even larger impact. Since 2001, Per Mar has matched every employee contribution dollar-for-dollar, which enables it to do more for its communities. To date, contributions have surpassed \$1.2 million.

Security is front and center

As a security provider, Per Mar was determined to help protect every aspect of its business operations, including its networks. Officials understood that the potential global average cost of a single data breach has skyrocketed to \$3.86 million.¹

As the company grew to 2,400 employees, the security challenge became more pressing. “These days, security is front and center in everyone’s mind,” said Dan Turner, who became Per Mar’s first full-time IT professional 20 years ago. Today, he’s the company’s Chief Information Officer. “Anyone can be breached, but because we’re a security company, protecting our networks is especially important.”

Research shows that most data breaches – almost 90 percent – are caused by human error.² Per Mar needed a solution to help protect its data from bad actors trying to get in and from employees who inadvertently opened the door to problems.

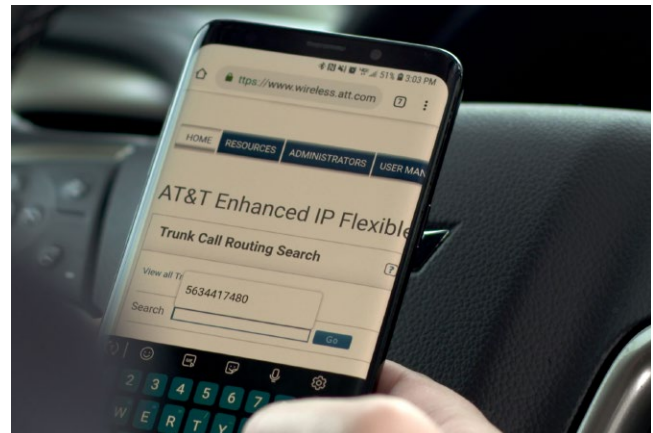
The company also wanted to strengthen its email security, because its existing solution which performed email filtering at the company’s sites had some flaws. This meant that potentially damaging email entered the company’s networks regularly. Per Mar needed a solution designed to filter out threats before they could invade the company networks.

Resources beyond the basics

Per Mar security chose AT&T Secure Email Gateway Service to help protect against spam, viruses, and other inbound threats. The solution is designed

to block spam, viruses, and other inbound email threats before they reach the company’s network. It’s cost-effective for Per Mar, as it doesn’t require the company to buy, manage, or maintain any new software or hardware. The company’s lean IT staff can multiply its effectiveness by accessing 24X7 support from AT&T experts whenever necessary.

Per Mar first became an AT&T customer a few years ago when it looked to reduce its costs and simplify management of its telephone lines. They chose AT&T IP Flexible Reach, a SIP trunking solution, to replace its local lines and Primary Rate Interface (PRI) circuits, and converge their data, local, and long distance calling on a single IP integrated access circuit.



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Dan Turner

Chief Information Officer, Per Mar Security

AT&T helped the company consolidate management and migrate from other carriers with a primary headquarters and secondary data center. The service delivered advanced calling features using Per Mar's existing premises-based equipment.

"Telephony is important to us, because it's how our alarm signals get to us," Turner said. "And AT&T helped us drive down costs with SIP. It was a good fit for us."

Beyond the service, however, Turner was impressed with his AT&T account team's ability to suggest other solutions that might be useful to Per Mar. "They were able to bring to bear some great resources beyond telephony," he said. "It quickly became clear that this wasn't your daddy's AT&T."

Value in building relationships

The company was so pleased with the assistance it received with its phone lines that it turned to AT&T for help with a much larger project: improving the overall security of its enterprise. "AT&T was always listening to my venting, and then continually bringing ideas to the table for us," Turner said. Per Mar contracted with AT&T Professional Services to perform a vulnerability assessment.

The vulnerability assessment scans multiple systems and multiple ports to quickly detect any flaws. The streamlined solution was easy to implement and enabled Per Mar to make the best use of its IT professionals. "The vulnerability scan really scratched a big itch for me," Turner said. "It has saved me a ton of headaches in the last 18 months."

Finally, Per Mar chose AT&T Managed Threat Detection and Response to help detect and respond to cybersecurity threats. This platform helps cybersecurity experts handle and prioritize large volumes of the company's data while continually monitoring network traffic. It delivers intelligent alerts, expert log analysis, and the ability to see activity and threats in one view.

AT&T Managed Threat Detection and Response helps to identify patterns with one of the most robust data sets in the world. It's designed to help companies like Per Mar spend less time and money investigating and responding to false positives and anomalies.

While Per Mar has expanded its operations to 13 states, the size of its IT staff has not changed. "We rely heavily on strategic alliances like AT&T to help us stay aware of the best solutions," he said. "We see value in building relationships and want to get the most value from our alliance."

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¹ <https://securityintelligence.com/ponemon-cost-of-a-data-breach-2018/> ² <https://www.verdict.co.uk/uk-data-breaches-human-error/>