

### The Organization

Booth Michigan  
Grand Rapids, MI, U.S.A.  
[www.boothnewspapers.com](http://www.boothnewspapers.com)

### The Challenge

- Large overhead of maintaining legacy solutions
- No reporting facility

### The Solution

- Eliminated point products in favor of a comprehensive solution
- Eliminated the latency of backhauling traffic
- Timely access to powerful, flexible reports
- Protecting mobile users from malware

### Zscaler Benefits

- Reduced IT burden and costs
- Reduced overall business risk
- Improved business operations and productivity

Booth Newspapers is a strategic media group that owns eight newspapers in the state of Michigan—including Ann Arbor News and Bay City Times—and maintains a news website, Mlive.com.

### The Challenge

With thousands of employees at eight different locations, Booth Newspapers struggled to find a comprehensive solution to secure and manage Internet traffic for all of its employees. Their first solution was to backhaul all traffic through a central Internet connection. This solution sapped massive amounts of bandwidth and became impractical. Next, they placed proxy systems and software at each of the eight Internet gateways. Local proxies provided faster speed and used bandwidth more economically.

However, the overhead of maintaining those systems became overwhelming: “We found that—after running it for a year—the overhead of maintaining those systems got to be more than we had expected,” said Ken Rorick, Senior Systems Analyst at Booth Newspapers. Each location hosted a URL filtering point product and required significant support. Booth was also interested in adding Web 2.0 control and additional Anti-Virus measures, requiring three times as many point products and three times as much maintenance overhead in the future.

Additionally, there was no interface for reporting: “We had no simple interface into those proxies for management to generate reports on information we were interested in” says Rorick. “It would require an analyst's time when a report was requested—anywhere from two to four hours up to two or three days of work, depending on the complexity and the number of questions that those reports generated.”

### The Solution

Booth Michigan simply forwarded their Internet-bound traffic to Zscaler nodes—a smooth and hassle-free deployment that bypassed the mess of their existing infrastructure.

#### ***Eliminated point products in favor of a comprehensive solution***

Booth originally had to buy dozens of point products to get the best-of-breed security. One product for Anti-Virus, another for URL Filtering, yet another for Web 2.0 Control. Zscaler brought the most comprehensive functionality for security in a single integrated application—providing protection against both basic viruses and more advanced threats. For Booth, this was important: “One of our problems with the eight proxy solution was just the overhead of maintaining three or four different applications on each box. One of our requirements is centralized identity management, so that employees use a single ID and password to access applications that they use to do their jobs.

That solution was troublesome in the eight proxy setup, and Zscaler has provided a very smooth and easy to use solution for that.”

#### ***Eliminated the latency of backhauling traffic***

Booth Newspapers lost both speed and reliability by backhauling traffic to one proxy. Zscaler's high-performance proxies are distributed across all major locations. Rather than dragging traffic to a centralized location, the localized nodes minimized latency.

### ***Timely access to powerful, flexible reports***

Booth Newspapers previously relied on analysts to compile the data for reports, taking up to half a week and creating a burden on IT. With Zscaler, department managers can directly access the reports they want. Rorick notes, “The reporting now is at a level where management themselves can generate the reports.”

### ***Protecting mobile users from malware***

“It’s an added benefit that mobile users can get the same proxy virus filtering and protection while they’re on the road,” says Rorick. Only Zscaler’s cloud-based security solution offers mobile users protection. As the enterprise border dissolves—as more and more smartphone users connect to the Internet and as road warriors become commonplace—Booth is well-positioned to protect its company from malware in the future.

## **The Zscaler Difference**

### ***Reduced IT burden and costs***

According to Rorick, “IT would spend several hours a week on managing proxies & proxies in 8 cities. Zscaler saved us quite a bit of money and time on administration of our system.” Zscaler reduces the IT burden in two ways. Through the web-based interface, Zscaler provides granular and easy-to-configure policy management. Booth was able to customize their company policies on Web use and Web security. Second, it simplifies administration. Booth IT managers no longer need to maintain or update hardware and software.

### ***Reduced overall business risk***

The comprehensive functionality offers protection against a variety of security threats to reduce overall business risk. Booth was able to implement URL filtering, anti-virus, and security against advanced threats, ensuring real-time security against zero-day and unknown threats. Mobile users, which were previously vulnerable, are now protected as well.

### ***Improved business operations and productivity***

By providing extremely low latency, Zscaler saves Booth employees’ time and improves their productivity. Through the reporting interface, high-level management has access to meaningful and timely information. The company saves time and money, and can more efficiently acquire information about Web traffic to improve their business operations.

***“We have 8 Internet gateways that require significant local and remote support. Zscaler has freed us from the operational chores of managing appliances and reduced the time required for Internet access administration. The flexible product is tailored to exactly meet our needs.”***

- Ron Klock,  
Director of Information  
Booth Newspapers

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