



Wyeth

Wyeth: Effectively Integrating People, Process and Online Risk and Vulnerability Assessment Technology for More Compliant and Secure Web Sites

For more than a century Wyeth has been a leader in the world of prescription pharmaceuticals, non-prescription consumer health care products, and pharmaceuticals for animal health. The company has more than 50,000 employees and operates in more than 145 countries across the globe.

Today Wyeth excels in their core areas as well as every aspect of their operations, including exemplary dedication to web site quality and security. Wyeth dynamic web sites provide an invaluable wealth of resources and online features benefiting both customers and partners.

The Challenge

Maintaining online compliance for a world-renowned global brand like Wyeth isn't just a simple quality assurance issue. The discerning public and Wyeth have higher-than-average expectations of quality and trust that is a challenge to maintain. When a company operates in as many countries as Wyeth and has as many web sites, it needs a comprehensive program that combines people, process and technology to ensure standards across all sites, brands and countries.

As the Internet Compliance Manager at Wyeth, Courtney Leo, CIPP is responsible for overseeing the ongoing review of Wyeth web sites. With more than 350 (and growing) corporate sites, Wyeth needed to conduct thorough quality tests in a timely manner, in order to keep up with its growing inventory of global websites and test for application security issues, quality issues such as broken links and to help ensure compliance with different regulatory initiatives and online privacy.

Not only did Wyeth need an enterprise technology capable of doing the job, they also needed an automated process that could ensure the same quality as the Wyeth web presence grows in size and complexity. Wyeth also needed to ensure that the technology mapped to the organization's comprehensive information compliance and security program as managed by the company's Internet Management Committee.

Integrating People, Process and Technology

After more than a year of fine tuning, Wyeth adopted a corporate standard for web best practices that was in conformity with company-wide standards. In addition to the Internet Management Committee, the Privacy Office has another set of standards.

The company needed to identify standards across all groups and address any web practices that would pose risk, and/or security vulnerabilities. It was also important for Wyeth to monitor for quality issues in order to retain customer trust and satisfaction.

Because of the complexity of groups involved and numbers of sites, Wyeth knew they needed a way to automate their process today and into the future. Wyeth selected Watchfire to help to identify and prioritize website issues for resolution, leveraging Watchfire's online risk management expertise and proven ability to automate the manual process of analyzing content spanning tens of thousands of dynamic web pages.

CHALLENGE

Wyeth needed to ensure that its 350+ global websites are in compliance with rigorous internal standards and various global legal regulations.

SOLUTION

Watchfire's WebXM and AppScan were chosen to automate online compliance and application security testing

RESULTS

Managed by the Wyeth Internet Management Committee (IMC), the results of automated security and compliance testing have increased productivity and added confidence in online brand integrity.

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The Solution

Wyeth integrated Watchfire's technology into its comprehensive global vulnerability management and compliance program—implementing people, process, education and training as the cornerstones of the program. The Internet Management Committee at Wyeth chose Watchfire's WebXM™, the industry's only automated online risk management solution, to audit and manage quality, privacy, accessibility and compliance issues across their corporate web properties at late development and on through live web deployment. Wyeth's security team also selected Watchfire's AppScan to identify, analyze and remediate security issues early in development.

Protecting Wyeth Brands While Saving Time and Money

Wyeth automated the process of ongoing, proactive quality assurance for approximately 350 dynamic, complex and ever-evolving global web site properties. Armed with Watchfire's WebXM, the Wyeth IMC team has secured its online operations to help ensure site functionality adheres to the strict quality and trusted online experience that Wyeth customers expect. Quality assurance, compliance, speed and effectiveness is improved, and new sites and daily initiative updates go live with confidence, while the automation of manual tasks has reduced costs for the operations overall.

Users in various countries take advantage of Watchfire's WebXM to automate compliance and quality web testing. Site owners now feel more secure about the functionality and quality of their sites. WebXM has automated a significant part of the process, freeing time to focus on the tasks that require human attention. Wyeth has been able to significantly reduce the volume of work while continuing to improve the Company's online presence overall.

As an example of the increased efficiency, WebXM is used to verify and check for third party cookies, web beacons, and SSL configuration details.

“The issues we find with Watchfire's technology enable our site owners to identify and address areas of non-compliance and improve the sites. This helps improve the environment of trust and helps prolong customer relationships,” said Leo.

In addition to compliance testing, the web security team uses Watchfire's AppScan to automate the security testing of their applications. The information security team runs AppScan as part of their application building process. This cuts down on costs and time to market because the earlier in the software development life cycle that vulnerabilities are detected, usually the cheaper and faster the fix.

Wyeth also puts their outsourced applications to the test. Virtually all third-party developed applications must pass the stringent standards of the Internet Management Committee, which sometimes means full security testing as well as a battery of compliance and functionality testing.

“Watchfire's products have helped Wyeth to merge our people, process and technology, and that has increased cost-savings and efficiency throughout the corporation,” said Leo “It's crucial that all these factors work together.”