DreamWorks Animation

HP enterprise-level security solutions with HP MPS enhance and strengthen print environment

Industry
Media and Entertainment

Objective
Assess and standardize print devices and document security for consistency with overall business strategy

Approach
Engage with HP Print Security Advisors to assess risks and co-develop a comprehensive security plan for print devices, data and documents. Deploy device security and compliance software, HP JetAdvantage Security Manager, to maintain printers relative to the new security plan

IT matters
• HP Secure Managed Print Services (MPS)

Business matters
• Assess and illuminate gaps in network security by developing print security policies through HP Print Security Advisory Services

• Close security gaps and vulnerabilities across the print fleet with HP security solutions

• Ongoing evaluation and automated maintenance of device security with HP JetAdvantage Security Manager plus regular firmware updates

"An attacker needs just one misconfigured or unpatched printer to attempt to pivot into the rest of a network environment. HP JetAdvantage Security Manager is an integral part of our MPS solution."

– Zeke Jaggernauth, Senior Director of Information Security, DreamWorks Animation

HP security solutions streamline processes and enhance security
DreamWorks Animation, one of the most admired family entertainment brands in the world, is renowned for animated feature films such as Shrek, Madagascar, Kung Fu Panda, and How to Train Your Dragon. A division of the Universal Filmed Entertainment Group (UFEG), DreamWorks Animation operates out of an 11-acre studio in Glendale, Calif., and employs some 1,500 artists, writers, engineers and production staff. Since 2001, the studio has partnered with HP for solutions and services to power its business. DreamWorks Animation employs HP Managed Print Services (MPS) and HP security solutions to control costs, streamline processes and enhance security.

Solution at a glance

- Assess possible gaps in security policy through HP Print Security Advisory Services

- Deploy HP JetAdvantage Security Manager software to deliver security management and compliance reporting benefits

- Upgrade to printers with embedded malware protection features

- HP MPS management for 600,000 prints per month across 200 printers

Challenge

Bringing efficiency to print security

Walk around the DreamWorks Animation campus in Southern California and you'll see a place of beauty — fountains, trees, koi fish — designed to nourish the creative genius behind the studio's globally beloved animated films and television series. Look closer and you'll see that DreamWorks Animation is also a highly efficient business, backed by cutting-edge technologies and streamlined operational processes. The print infrastructure is integral to it all.

In the Human Resources, Legal, and executive offices, staff routinely handle highly sensitive documents, as do other employees. In addition, guests sometimes need to print with their own devices. The company wants to enable printing options without creating security vulnerabilities. For its 600,000 prints per month, DreamWorks Animation needs a campus-wide deployment of approximately 200 right-sized, right-featured, reliable enterprise printers. Every one of these printers must be secure, because a single vulnerable point on the network puts the whole system at risk.

> "HP is always looking at the next 5-10 years of business trends and advancing technology and service innovations to help customers stay at the forefront within their industries."
>
> — Kate Swanborg, Senior Vice President of Technology Communications and Strategic Alliances, DreamWorks Animation

"People often forget that printers are computers connected to the network," says Zeke Jaggernauth, Senior Director of Information Security at DreamWorks Animation. "If people secure their other assets but leave their printers open, it's an avenue for data loss. Secondly, printers can be used as an attack route to pivot into a network environment. It's critical to keep print security as an overall component of the security strategy to predict, prevent, detect and respond to events."

Potential print-related security breaches can come through malicious threats from outside the company; remote users; documents sent to and from a device; exposure of printed pages left sitting at the device; and exposure of device settings or ports.

"Successful attacks tend to come through either an unpatched system, a misconfigured one, or both," Jaggernauth says. "The solution is to ensure firmware is always updated, to define appropriate security policies, and to apply them consistently."

Solution

HP security solutions

Over the last 15 years, DreamWorks Animation has turned to HP MPS for worry-free management of its 200-device print infrastructure. Through monitoring software, HP MPS manages when toner is needed and when proactive printer maintenance is appropriate. The visibility provided by the management tools helps DreamWorks Animation to strategically place devices to eliminate over- and under-utilization and to anticipate future demand.

"Our onsite HP MPS service delivers predictable costs and nearly flawless print-device uptime," says Mark Tokunaga, Vice President of Service Operations at DreamWorks Animation. "HP MPS enables the studio's operations team to spend less time being diverted by print management issues, so that we can focus on strategic engineering initiatives."

DreamWorks Animation was pleased to learn that HP security solutions are a natural extension of HP MPS and that HP LaserJet Enterprise and PageWide Enterprise printers come as standard with threat detection and remediation features. Plus, HP MPS tools can push firmware updates across the fleet, ensuring enterprise printers are up to date with the latest security patches and can also be upgraded with some of the latest security features.

HP recommended HP JetAdvantage Security Manager for DreamWorks Animation. A comprehensive software solution for policy-based security management of HP printing and imaging devices, HP JetAdvantage Security Manager enables IT to establish and maintain security configuration settings. Settings may include closing ports, disabling access protocols, and auto-erasing files; automatically assessing security after reboots; and if necessary, automatically remediating device security settings to comply with pre-established company policies.

Once DreamWorks Animation had deployed HP JetAdvantage Security Manager, HP performed an HP Print Security Advisory Services assessment onsite. "What's impressive is that HP approached us and offered to visit the studio to assess our print security environment."
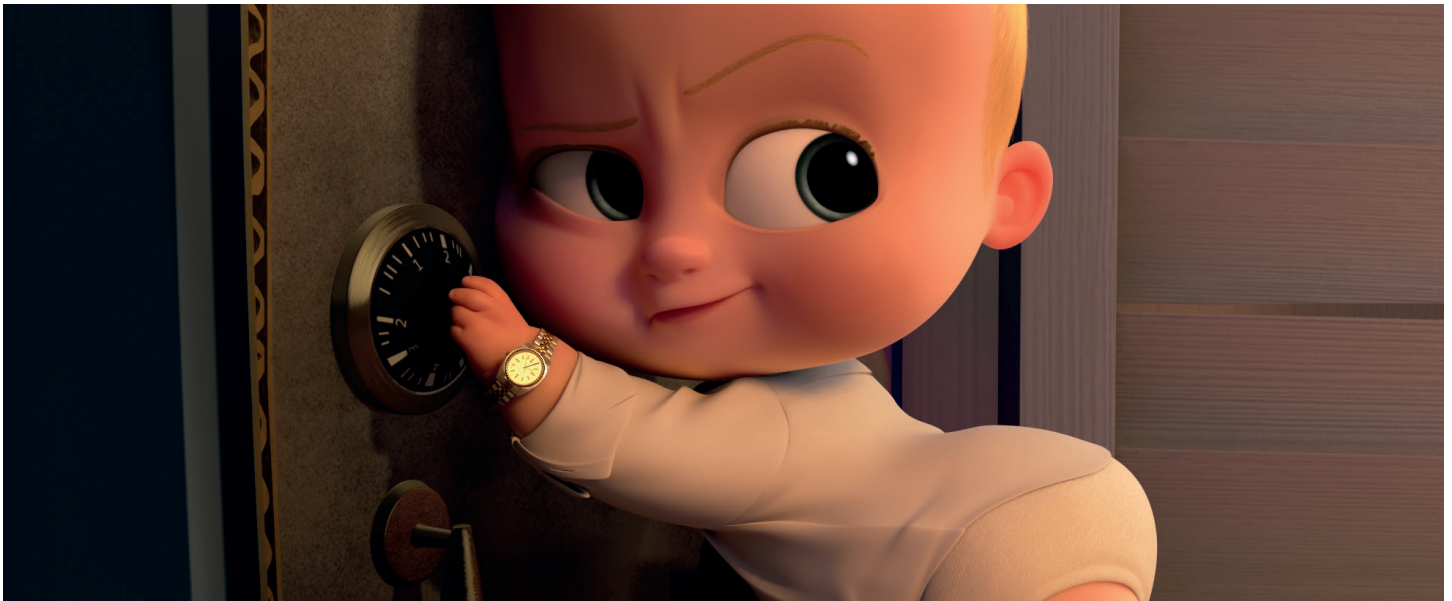
"They made us aware of all the printers' innate security features and assisted with training and process management," says Kate Swanborg, Senior Vice President of Technology Communications and Strategic Alliances at DreamWorks Animation. "When you partner with a company that brings this to you and you don't have to put it on your to-do list, that's invaluable. It shows us that HP really cares about our business."

"With HP Print Security Advisory Services, there was immediate value. When we saw a setting that needed to be adjusted to comply with our policy, we did that and pushed it out to our printers. Having HP experts onsite was helpful as we discussed security control within the context of the studio's environment."

– Zeke Jaggernauth, Senior Director of Information Security, DreamWorks Animation

HP Print Security Advisory Services deliver immediate value
HP and DreamWorks Animation conducted an interactive meeting session and the teams initially walked through device security policy settings. "There was an immediate value. When we saw a setting that needed to be adjusted to comply with our policy, we did that and pushed it out to our printers," says Jaggernauth. "Having HP experts onsite was helpful as we discussed security control within the context of the studio's environment."

HP Print Advisory Services continued the session with the HP framework that covers industry-best practice security process and technical controls applied to the print environment.

This included access control, asset management, build and release, data and document security, login and security internet management, patching and antivirus, security configuration, and security governance.

Jaggernauth reiterates that one vulnerable point creates risk. DreamWorks Animation already had print security policies deployed, they just weren't consistently deployed. "An attacker takes the path of least resistance. The security improvements we made weren't enormous, but an attacker needs just one device that isn't protected to create significant damage," he explains. "HP helped us recognize and close those gaps."

From a technical perspective, HP brings enterprise-level security features to the table, Jaggernauth explains. "We know that we've now taken care of our attack surface and our risk profile has been reduced."

HP also conducted a security workshop bringing together key stakeholders from within DreamWorks Animation to articulate the company's security goals and strategy, then together apply the strategies to how they use print. Furthermore, they conducted security training to build the skills of their print administrators and users. Lastly, they delivered a comprehensive report that detailed the risks and solution recommendations. "From an operational standpoint, everything was straightforward and effective at leveraging opportunities to improve our print environment," says Tokunaga.

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Customer at a glance

Hardware
- HP LaserJet Enterprise Printers
- HP PageWide Enterprise Printers

Software
- HP JetAdvantage Security Solutions
  - HP JetAdvantage Security Manager
  - HP Web Jetadmin

HP services
- HP Managed Print Services
- HP Print Security Advisory Services

Benefits

Strengthening print policies

As a result of the HP Print Security Advisory Services, DreamWorks Animation enhanced some of its existing print policies, including strengthening administrator authentication and turning off unused services to reduce the attack surface. The studio uses dedicated and restricted printers for employees with especially sensitive workflows—a print policy that works for the company's unique environment.

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For anyone thinking about print security, Jaggernauth offers three recommendations: Define one or more print policies tailored for your business; DreamWorks Animation, for example has separate policies for workers handling highly sensitive documents, general employees and guests. Apply the policies consistently to the printers in scope. And lastly, deploy firmware and other security updates in a timely manner, to eliminate breaches from unpatched or misconfigured systems. "Compliant does not mean secure," Jaggernauth says. "It's more about managing operational risk."

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> – Mark Tokunaga, Vice President of Service Operations, DreamWorks Animation

Tokunaga explains the operational benefits: "With HP Secure MPS, managing that operational risk becomes painless." HP MPS is constantly auditing to ensure DreamWorks Animation has the proper equipment in place, including security features. "We can upgrade printers, add printers, and use auto-discovery to support print policies. What's more, we don't have to provide engineering support; it's all managed by HP."

Staying on the cutting edge of innovation

"It's essential that we establish a creative environment in which artists and filmmakers feel empowered to express their ideas and inspirations at the speed of their imagination," Swanborg says. At the same time, the company operates efficiently and securely as a business. The full HP product portfolio from HP MPS and printers to HP Z Workstations, EliteBooks and DreamColor Displays are central to it all.

"Like DreamWorks Animation, HP holds itself to the highest standards of excellence," Swanborg says. "HP not only provides exceptional value and service levels to us, they are constantly innovating. HP is creating faster, more color-accurate, and energy-efficient printers that cost less. And they're integrating security solutions that recognize the printer as a part of our overall networked environment.

"That's what makes HP impressive, they never just settle for being great today," Swanborg concludes. "HP is always looking ahead to deliver solutions and strategies for many years to come, so that we as a business are ready for tomorrow."

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