



Kellogg's Selects CA Identity Lifecycle Management Solutions to Improve Security and Support Lean IT Operations

Customer Name:
Kellogg Company

Partner Name:
Mycroft

Industry:
-Consumer Goods

Products:
-CA Role & Compliance Manager
-CA Identity Manager

Revenue:
-Product NCV:
US\$452K

CA Sales Team:
-Brian Burkle, Account Manager
-Prep Daskalakis, Solution Strategist
-David Hurd, Director, Solution Sales
-Noam Dror, Director, Technical Sales
-Jason Hammond, Principal Consultant
-Joe Burgett, Principal Consultant
-John Gnanamani, Sr. Services Consultant
-Tracy Wilson, Sr. Customer Solutions Architect

Key Decision Makers:
-Director of Security, David Ogbolumani
-VP of Governance, Deb Lesavoy
-VP of Infrastructure, Mark Szkudlarek
-Chief Information Officer, Brian Rice

Sales Summary

Founded in 1906, [Kellogg Company](#) is the world's leading producer of cereal and convenience foods including cookies, crackers, toaster pastries, cereal bars, frozen waffles and meat alternatives. The company's brands include Kellogg's®, Keebler®, Pop-Tarts®, Eggo®, Cheez-It®, Club®, Gardenburger®, Nutri-Grain®, Rice Krispies®, Special K®, All-Bran®, Mini-Wheats®, Morningstar Farms®, Famous Amos®, Ready Crust® and Kashi® with annual sales worldwide of nearly \$13 billion in 2008.

Kellogg's was one of the first Clarity Software-as-a-Service customers and delivered a session at CA World in November, 2008 on this topic. While at the conference, one of their executives spent an hour and a half at the Security Management exhibition center booth, which included a full set of product demos and conversation with existing CA customers who were able to validate how our products were working for them. Although Kellogg's had awareness of their security needs, they did not have a person within their organization at the time to drive a project.

Starting at that point, the CA team exhibited persistence, responsiveness and partner engagement over the following year to secure a \$452K product NCV deal for [CA Role & Compliance Manager](#) and [CA Identity Manager](#). This initial project will include an additional services engagement which will be subcontracted out to Kellogg's selected systems integrator, Mycroft. This phase also presents the potential to lead to additional CA Security solutions such as CA SiteMinder and CA Single Sign-On.

Business Challenge

Kellogg's operates a lean IT organization with about 200 people supporting over 30 thousand employees. In addition, they need to manage upwards of 3 thousand contractors. Each of these users requires access to various systems, often with the need to track separate credentials for each system. In order to maintain their lean operation, Kellogg's aimed to improve efficiency and reduce overhead of many of their identity processes by moving them to an automated state.

One of Kellogg's biggest challenges was dealing with the number of help desk tickets they receive on a daily basis. In particular, as users forgot passwords or application credentials, they turned to the IT organization whose staff was spread thin trying to handle these issues via manual resolution. Additionally, they lacked a standardized on-boarding procedure for new employees which also resulted in labor intensive processes. Kellogg's is also subject to various internal security and external compliance

requirements so the ability to eliminate ghost accounts and track when user access was granted was a highly relevant issue.

Problem Solved

Several months after CA World, Kellogg's hired a Director of Security to address some of the needs that had been discussed at CA World. Being relatively new to security, Kellogg's engaged [Mycroft](#) to conduct a formal study of their internal processes and present a list of potential vendors. Among the short listed vendors were CA, Quest Software, Sun and Oracle.

Sun/Oracle were later discounted based on concerns about the effect the acquisition might have on the futures of individual products. Kellogg's asked CA and Quest, who had a product footprint in other areas at Kellogg's, to participate in a Proof of Concept (PoC). This 3-day PoC consisted of provisioning, password reset and enterprise single sign-on to several systems including SAP, Active Directory and BMC Remedy. Mycroft and Kellogg's assessments gave CA higher ratings, especially in provisioning and the ability to interact with SAP via multiple solutions.

Throughout the process, the CA team also built Kellogg's holistic understanding of their security challenges by educating the customer about solutions that weren't explicitly outlined in the PoC. For example, CA Role & Compliance Manager (RCM) was presented, including its abilities to clean up accounts and prevent users from obtaining conflicting access rights. While SiteMinder was not specified, Kellogg's became mindful of the fact that it can help them deliver single sign-on to their extensive SAP solution which will be deployed over the next few years.

What Set CA Apart?

After CA was selected as the vendor of choice, Quest offered half of their solution to Kellogg's free of charge. However, the ability of CA RCM to integrate with Kellogg's SAP solution and across their IT systems was a critical differentiator. According to Solution Strategist Prep Daskalakis, "In the short term, Kellogg's will be using CA RCM to clean up SAP accounts and create segregation of duties policies within SAP and across IT systems, but will be leveraging its role management and certification capabilities in the future. Kellogg's saw the value in the completeness of our overall offering with solutions such as CA RCM which Quest lacks."

Another key tactic was engaging Kellogg's chosen systems integrator. In the spring following CA World, once Kellogg's engaged Mycroft for their guidance, Account Manager Brian Burkle did the same. In doing so, the account team was able to gain valuable insight to Kellogg's needs and priorities throughout the sales cycle.

From a sales standpoint, CA's responsiveness set the team apart from Quest. Burkle states, "Kellogg's is known for coming up with last minute requests and during the proof of concept phase our team always responded incredibly quickly. After the sale, Mycroft shared Kellogg's complaints about the lengthy time it took for them to get responses from Quest in contrast to us. We were able to give Kellogg's the confidence that we had the products, ability and desire to make them successful."