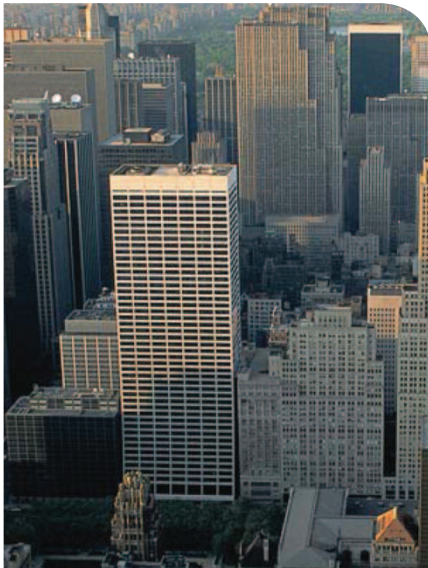


Pfizer's smart card

IIIIII Pfizer's smart card-based employee badge program



ENTERPRISE > CASE STUDY



Pfizer Inc. NY Headquarters

Pfizer, the world's largest pharmaceutical company, wanted to implement a smart card-based solution to enable digital signatures, as well as employee access control to networks and buildings, turned to Gemalto. **In less than 18 months, Pfizer had rolled out a smart identity management solution to over 80,000 employees worldwide.**

About Pfizer

Pfizer Inc is today the world's largest researchbased pharmaceutical company, dedicated to discovering, developing,

manufacturing, and marketing leading prescription medicines for humans and animals and many of the world's best-known consumer brands. The company, which is headquartered in NY, currently employs more than 115,000 people worldwide (2004), with products available in more than 150 countries. Its 2004 revenues exceeded \$52 billion.

Background

Pfizer's initial incentive to deploy smart card technology was to create a platform for digital signatures. Given that the pharmaceutical industry is highly regulated, there was a need to provide a consistent and industry-wide method for managing and utilizing digital signatures as an alternative to wet ones. In order to drive this initiative, Pfizer and several other pharmaceutical companies joined forces to promote the development of an industry standard for performing secure and non-repudiate transaction on the web. This project is referred to as "SAFE" - Secure Authentication For Everyone

Paperless platform

The main goal of the SAFE coalition was to create a technology platform for the pharmaceutical industry that would enable electronic, paperless and legally binding business transactions with regulators and business partners around the world. Aside from the benefits of streamlining business transactions and operations with the reduction of paper work, such as bringing pharmaceuticals to market sooner, the decision point that influenced Pfizer to



become involved with the SAFE project, was to replace the multiple ID architectures with a common internal identity management framework.

To achieve this, Pfizer chose a unified identity model that links multiple credentials onto one cryptographic hardware device - the smart card.

Multiple functions on one card

Influenced by the ongoing trend of convergence of physical and logical identities, Pfizer launched its Global Identity Services (GIS) program, designed to build a globally aligned, companywide electronic identity infrastructure provisioned via an integrated smart badge. This smart badge was to be used not only as a digital signature creation device, but also for employee access control to buildings and IT networks, as well as cashless dining.

Thus, in the beginning of 2004, Pfizer issued an RFP for its smart badge project, and after a competitive bidding process, the contract was awarded to Gemalto.

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A pre-integrated solution

Pfizer chose Gemalto's smart badge identity management system, Protiva™, to secure employee access to facilities and networks worldwide.

All of the Protiva™ solution components are pre-tested and pre-integrated with one another in order to reduce the time spent on testing and implementation.

The solution delivered to Pfizer consists of:

- Smart cards
- Desktop readers
- Desktop middleware
- Services and consulting

How does it work?

Gemalto is embedding 64Kb smart chips pre-loaded with a secure authentication applet onto Pfizer's existing employee proximity (HID) badges. The badge is now equipped with both a contactless antenna and a contact microprocessor chip. The contactless antenna is used for access to restricted locations by swiping the card in front of a contactless reader, while the contact chip is accessed by inserting the card into a reader connected to the desktop.

With the smart chip Pfizer employees can perform a broad range of logical security functions such as:

- Secure PC logon
- Strong PKI-based network authentication
- Digital signatures
- Remote employee access to VPNs

One single badge can now be used by employees to gain access to buildings and offices in Pfizer's facilities, as well as for securely logging onto corporate networks and applications.

Two-factor authentication

For logical access, Pfizer and its employees are benefiting from "two-factor authentication", which combines the traditional "something you know" (password or PIN), with "something you have" (smart integrated badge), enabling greater security than traditional username/passwords.

Secure & dynamic platform

Besides the inherent security advantages when it comes to storing and managing identity credentials, smart cards also



provide a highly dynamic platform for centralizing access to multiple applications. This unique multi-application capability of smart cards was one of the main drivers for Pfizer's decision to adopt the technology, as they wanted to build a platform that allowed them to add new services and functionality to the card over time. In order to meet this requirement, Pfizer invested in high-end 64K smart cards based on Java Card™ technology, which allows them to add, remove or update data and applications after the card has been issued, so called "post-issuance".

Leveraging legacy systems

Another advantage of implementing smart cards was that Pfizer was able to leverage its existing physical access infrastructure. Through Gemalto's capacity to embed microprocessor chips on existing HID proximity badges, Pfizer could preserve previous security investments by fully utilizing current legacy systems without disruption.

Convenience advantages

A smart card-based badge system also enables convenience advantages for the employees, who can benefit from the time saved by using the very same badge for several tasks. One of the early implementation successes was the convenience of Pfizer employees and contractors being able to have their identity authenticated at remote Pfizer locations without having to ride over to the visitor's station for additional screening.

Challenges

One of the implementation challenges Pfizer faced was adopting an identity management strategy, and linking multiple identity credentials to one token. Another challenge was keeping up with the demand for identity badges once employees realized the convenience of using a single ID badge.

Program on track

Today Pfizer has deployed a unique ID platform across their infrastructure allowing them to eliminate costly paper-based business processes and introduce universal identity badges.

As of 2006, Pfizer had completed the integration work and issued smart badges to 80,000 users. Within the coming years Pfizer, along with other pharmaceutical companies, plan to use smartcard based devices with SAFE for the high assurance of digitally signed documents to clinical trial participants which support the pharmaceutical industry.

Program on track

Looking ahead, Pfizer will continue to leverage its smart identity system as a platform for innovation in order to add new services and functions to the badges. Gemalto's role as a strategic technology provider remains critical within Pfizer's objective to drive more value from its smart identity platform in order to continuously maintain and enhance security and convenience among its employees, contractors and business partners.

