



Eclipse Marketing and Pragma's Fortress SSH: The EngineBehind Secured Transmissions for a Global Automotive Company

The Client: Eclipse Marketing

Eclipse Marketing Ltd (www.eclipsemarketing.co.uk) is a relationship marketing agency and strategic partner for its many blue-chip clients, including Kia Motors, the Royal Bank of Scotland Group and Vodafone. Eclipse specializes in CRM and data-management, delivering cutting-edge B2B and B2C acquisition, retention and loyalty strategies that have kept more than 80 percent of its clients loyal for more than a decade.

Formed in 1988, Eclipse Marketing is one of the UK's Top 40 direct marketing agencies and is within the Top 30 Contact Centre league tables, driven largely by the differentiating value of the company's core, in-house database, contact-center and technical capabilities. Eclipse is also one of only a handful of UK agencies to earn Financial Services Authority accreditation; the agency has held ISO certification since 1997, is 9001:2000 accredited, and is a member of Britain's top direct marketing institutes.

The Challenge: Help Eclipse Communicate Remotely For – and With – Clients Securely

Unparalleled commitment to the security of its client companies' corporate and customer data lies at the foundation of Eclipse Marketing's success. In line with this mission, Eclipse recently was faced with the need to satisfy specific data-security requirements for a large global automotive manufacturer.

“We needed the ability to access, store and analyze customer data from our client’s network of automobile dealerships with complete security,” explains Michael Fortune, Development Manager. “When this particular project is rolled out fully, we expect to be receiving mission-critical data from about 700 dealers every day.”

After evaluating its options for securely storing and transmitting data, Eclipse Marketing and its IT team turned to Pragma Systems and its Fortress SSH solutions. Key factors underlying its choice of Pragma: Recommendations from colleagues, favorable reviews, and top-tier performance in side-by-side comparison tests.

The Solution: Pragma’s Fortress SSH Server

“When it came time to find a highly secure, SFTP (Secure File Transfer Protocol) solution to satisfy our clients’ requirements, Pragma’s Fortress more than met the challenge,” Fortune reports. “The ease of configurability, high level of encryption and speed we get with Pragma more than satisfies our stringent requirements. We’ll definitely be using the software for all our other clients who require similar, secure data-transfer processes. “

Eclipse plans to use Fortress SSH to meet other large-scale, secure data-transmission requirements on behalf of its clients as they arise. “We have no hesitation in recommending Pragma and its products,” he says. “We are satisfied that Fortress SSH represents the best of breed in the secure FTP arena.”

Pragma Vice President of Sales and Marketing Andrew Tull stresses the solid fit that the company’s SSH technology is for the vast array of highly personal data Eclipse Marketing mines and manages. “It’s gratifying that a company as reliant on the safety of client and personal data as Eclipse Marketing sees and appreciates the security, value and performance our Fortress SSH Server offers,” says Tull. “Eclipse compared Pragma with our competitors, and they – like so many of our customers – found that Fortress SSH put a check in every box.”

Pragma Delivers!

Eclipse Marketing – and its clients – are the most recent addition to the long line of organizations – more than 3,400 and counting – that have come to rely on Pragma’s outstanding performance, superior customer service and across-the-board reliability.

Call Pragma today, and learn how we can help your company by providing:

- Your choice of Telnet or SSH to build your solutions
- **Reliable, proven enterprise-grade secure connectivity software** for all Windows® environments:

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- Facilitates **data and system management**;
- Allows **secure file transfers**; and
- Provides consistent, **reliable application delivery**
- Gives you and your company a **powerful, convenient** approach to protecting your network
- Superior and **responsive customer service** – both throughout the sales process and during lifetime of usage
- Offers **peace of mind**

Contact Pragma Systems:

Pragma Systems, Inc.
13809 Research Blvd.
Suite 675
Austin, Texas 78750
www.pragmasys.com

Corporate: 512.219.7270
Sales: 800.224.1675
FAX: 512.219.7110
sales@pragmasys.com



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