

RealNetworks, Inc. Brings People, Processes and Policies Together using Polivec Technology

At RealNetworks, Inc. the goal is simple: to provide “technology and services that help people enjoy digital entertainment whenever and wherever they want.” As pioneers in Internet media, RealNetworks continues to develop and supply products that provide the highest quality Internet media experience available. From simple media players to products such as their Helix Initiative, Helix Server and RealProducer, RealNetworks touches every part of the process – developing, publishing, sending/receiving, editing, and experiencing the sites and sounds of the Internet age.

The growth of the company is fueled by nearly 2,000 innovative and talented employees and strong business process. As the company continues to grow, so does the burden of managing the multiple regulations and internal processes they are tasked with following.

“Other products we reviewed were too basic, too expensive or too rigid for our needs. We didn’t want to be stuck doing someone else’s programming.”

- **Cliff Donathan,**
IT Audit Manager

Business Situation

The RealNetworks Internal Audit team found that they were spending a lot of effort managing the processes and procedures related to multiple government, industry and internal regulations. They began to focus on a way to automate regular tasks, such as the quarterly access reviews and 302 sub-certifications for Sarbanes-Oxley. With over 23 systems requiring access reviews, the process was consuming a lot of time each quarter. In addition, with more than 1 million paid subscribers to their RealOne SuperPass service alone, compliance with the Payment Card Industry Data Security Standards (PCI DSS) had also become a major initiative. RealNetwork’s estimated that they would need one full-time person to manage just the requirements of the PCI DSS using current processes.

Manual tasks made up the majority of the policy management process. Communications and policies were sent through emails or delivered by hand, making tracking and collection of acceptance very difficult. End-users were required to hand in signed documents which were then scanned back into soft-copy form. Not only did the process take a lot of time, but it lacked any real tracking system.

The Solution

After considering a range of products, including document control systems, web-based file-sharing platforms, large enterprise systems, and their own internally developed access database, RealNetworks chose Polivec’s EGS. *“EGS offered us the features we wanted without the need for added programming, and the flexibility to start simple and slowly work our way into it – all at the right price.”* said Cliff Donathan, RealNetworks IT Audit Manager.

With the system up and running, end users can now click a button instead of having to hand in physical papers. Policies and documents can be sent out through EGS and tracked along the way all from a central management console. Access to each policy is defined by the role of the user so that policies can be sent and seen by just those responsible for them. EGS has simplified the audit process, as well. With easy reporting and clear connections between activity, policies and regulations it's evident where the company is in compliance and where they might be at risk.

RealNetworks has used the functionality of EGS and it's Smart Survey feature to automate their quarterly SOX 302 recertification processes. A custom survey is sent from EGS to all process owners and department heads tracking who has accessed which systems along with user roles showing clear separation of duties. All survey data is maintained and reports are pulled simplifying the audit process.

The company is also running their annual code of conduct globally – which they were never able to do before – through a single system: Polivec EGS. With EGS in place it is the first time they have been able to accurately track down to the user who has and who has not responded to the code of conduct.

RealNetworks is now focused on passing their upcoming PCI DSS compliance audit, and having the system in place before the procedures are all defined has allowed them to organize the requirements and the policy creation process – making a typically arduous task that much easier. EGS allows the company to manage each step of the process while tying procedures and tasks back to policies, and even cross referencing for those processes that meet multiple requirements.

The use of EGS has not only saved RealNetworks time by automating compliance procedures for both the Internal Audit team and end users, but it has also simplified the process itself. It is now much easier to roll out policies related to regulations or internal company requirements, as well as to audit them.

The next step for RealNetworks will be to use EGS to track the IT department's Service Level Agreements (SLAs) EGS 's versatility can help in tracking any process related to policies, procedures, standards, or best practices.

About Polivec

Polivec greatly simplifies policy management and compliance processes by providing centralized management, awareness tracking, and activity monitoring. The Polivec solution can be applied to any variety of policies across all industries; and even ties them all together so you can easily see how changes in one area affect another. Polivec is a privately held company headquartered in Mountain View, California with offices in Seattle, Chicago, New York, and Denver.

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