

# Vertis, Inc.

**8,600 Employees in 120 Locations • 95% of Spam Eliminated • 60% Reduction in Email**

*“One of the benefits we experience with Postini is the ability to easily quantify our email traffic. We now have visibility and real-time access to detailed information about our email system that is invaluable in our capacity planning, bandwidth assessments, and ROI analysis.”*

**Trey Miller, Manager of Telecommunications**

## The Problem

### Growing Spam Volume Reduces Productivity and Saps Email Resources

A global provider of technology-based marketing and advertising solutions, Vertis Inc. supports an email system that serves approximately 8,600 employees in 120 locations worldwide. As a service-based business and international locations, Vertis relies heavily on email for communicating with clients, internal collaboration, and work documentation. With more than half of the company's incoming email messages classified as “spam” or “junk email,” the company needed to quickly find an easy-to-implement and effective email security solution.

“We were being bombarded with tens-of-thousands of spam messages a week, not to mention viruses and other email-borne attacks,” said Trey Miller, manager of telecommunications for Vertis. “Employees were spending valuable time going through junk email each day, taking them away from client projects. Billable hours were being wasted.”

On average, Vertis receives more than 185,000 email messages per week. With a 60% spam ratio, Vertis estimated that its employees were spending a total of 308 cumulative hours per week managing unsolicited email—the equivalent of eight full-time employees.

Stopping junk email had become a critical business issue for Vertis for two major reasons:

#### Decreased Productivity and Lost Revenue:

The process of identifying and deleting spam messages was taking employees away from client business and impacting billable hours.

#### Increased Strain on the Network and IT Resources:

The increasing volume of spam was slowing network traffic and clogging gigabytes of storage space. IT resources were being diverted to manage spam, instead of more critical IT issues.

## The Solution

### Vertis Selects Postini Perimeter Manager to Block Spam Before It Reaches Their Email Gateway

Vertis evaluated three products in its search for an email security solution. In addition to Postini Perimeter Manager™, which secures both email content and connections at the perimeter of a company's network, Vertis also evaluated two server-based applications that provide protection at the network gateway. Vertis conducted extensive testing of all three products and concluded that the gateway products presented substantial obstacles, including lack of integration with Vertis' Lotus/Domino server solution, and configuration and customization

issues related to their spam and virus filters.

Postini's exclusive pass-through technology processes all Internet based email bound for a company's email server. Within milliseconds Postini's patented preEMPT™ technology, including heuristics-based anti-spam and virus engines, separate junk email and viruses from legitimate messages. Legitimate email messages are immediately sent to the addressee, while junk email is quarantined in a web-based, password-protected Postini Message Center. If a company chooses, employees can have access to their quarantined email and the ability to adjust filters to their personal preference.

According to Trey Miller, Postini Perimeter Manager is “head and shoulders above the competition,” in terms of ongoing administration and maintenance. Vertis also felt that Postini's Internet-based managed service provided major advantages over the licensed software products: Fewer risks related to inoperability, upgrades, versioning, migration or routing conflicts.

- Real-time access to mail flow and connection data for improved email system administration.
- No latency or delivery issues since mail flow passes through Postini data centers in real-time, rather than a typical “store-and-forward” email server.

## About Postini

Postini, Inc. is the industry's leading provider of email security and management solutions that protect email communications infrastructure by preventing spam and other SMTP attacks from reaching the enterprise gateway. Postini's patented managed services model utilizes exclusive preEMPT technology to eliminate spam and viruses, stop DoS and directory harvest attacks, safeguard content, and improve email performance. Founded in 1999, Postini processes more than one billion email messages per week for more than 3,000 companies.

- No security issues since email is not written to disk or handled manually.

"Postini offered the best solution for our needs," said Miller. "We determined that Perimeter Manager's superior email security technology would significantly reduce spam and virus attacks, the service would be quick to implement and require minimal IT support, and it would provide us with more control over our email flow than if we were managing it ourselves behind the firewall." Vertis also favored the level of customization and flexibility Postini Perimeter Manager provided email system administrators.

## The Results

### Postini Eliminates 95% of Spam, and Frees IT Staff for Other Tasks

In July 2002, Vertis activated Postini's solution to secure more than 3,500 employee email accounts. Since then, the Postini solution has quarantined approximately 105,000 messages identified as spam or that contained viruses, accounting for nearly 60% of incoming mail.

"We have experienced amazing results with Postini," said Landis MacIntosh, vice president of information technology at Vertis. "The elimination of spam has significantly increased employee productivity. By eliminating the high volume of spam our employees receive each day, our employees focus less on email management, and more on client service, which ultimately impacts our bottom line."

Using Postini Perimeter Manager, Vertis is able to:

- Eliminate more than 95% of spam messages that were blocked before they reached Vertis' network, reducing the volume of incoming email traffic by nearly 60% (representing more than 100,000 messages) and freeing up bandwidth.
- Gain an estimated savings of 16,000 man-hours of IT staff time—a significant reduction in the labor required to manage their email system that freed up resources to focus other critical IT initiatives.



**Preemptive email protection**

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**For more information or to see if your organization qualifies for our free 30-day, no risk-trial of Postini Perimeter Manager, call toll-free 1-888-584-3150, email us at [sales@postini.com](mailto:sales@postini.com), or visit us online at [www.postini.com](http://www.postini.com).**

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