



### Postini Email Security Service Eliminates Unsolicited Email for Vertis, Inc.

#### The Problem: Vertis Wrestles with a Growing Spam Crisis

Vertis, Inc. is a global provider of technology-based marketing and advertising solutions with approximately 8,600 employees in 120 locations worldwide. With a service-based business and international scope, Vertis relies heavily on email for communicating with clients, internal collaboration, and work documentation. But with nearly 60% 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 estimates that its employees were spending a total of 308 cumulative hours per week managing unsolicited email – the equivalent of eight full-time employees.

Vertis determined that junk email had become a critical business issue for the company:

- **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.

"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, including the ability to analyze the volume of messages addressed to each of our organizations –against the number of messages quarantined due to spam and viruses. This information is invaluable in our capacity planning, bandwidth assessments, and ROI analysis."

*--Trey Miller, Manager of Telecommunications, Vertis, Inc.*

#### The Solution: Vertis Selects Postini to Fight the Battle Against Spam

Vertis considered 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 Email Security Service Eliminates Unsolicited Email for Vertis, Inc. (Continued)

Postini's services provide companies with the highest levels of email protection, the most flexibility and the easiest solution to implement. Postini Perimeter Manager delivers the only integrated email system security service that protects companies from email-borne threats before they reach the network. Its comprehensive services filter out spam and viruses, protect email systems from a wide range of attacks, and provide IT organizations with tools to secure email connections and regulate email delivery.

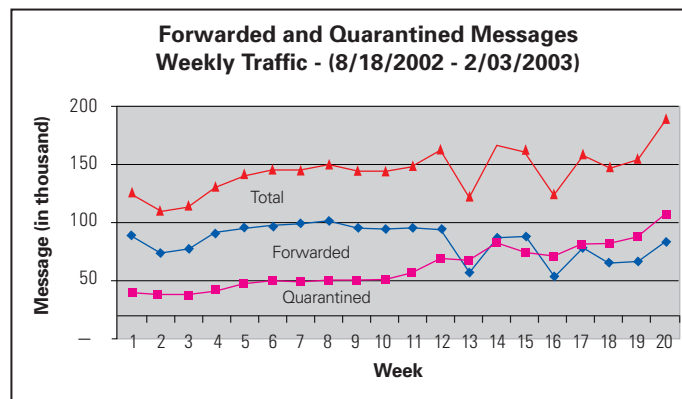
Postini's pass-through technology processes all Internet based email bound for a company's email server. Within milliseconds, Postini's patent-pending, heuristics-based anti-spam and virus engines separate junk email and viruses from legitimate messages. Legitimate email messages are immediately sent 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.
- No security issues since email is not written to disk or handled manually.

With a solid base of customers representing millions of email boxes and experience processing more than 60 million messages per day, Vertis also was confident that Postini could provide the service levels and performance that Vertis required.

"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.



Postini Eliminates Nearly 60% of Inbound Email Traffic for Vertis by Blocking Spam and Viruses Before They Reach the Network.



# Postini Email Security Service Eliminates Unsolicited Email for Vertis, Inc. (Continued)

## The Results: Postini Successfully Eliminates Vertis' Spam Problem

In July 2002, Vertis deployed Postini's solution to secure more than 3,500 employee email accounts. Since then, Postini Perimeter Manager has effectively eliminated junk email in employees' inboxes. In each week since implementation, 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 achieved the following results:

- More than 95% of spam messages 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.
- With email monitoring and connection management deployed through Postini, the IT department experienced a significant reduction in the labor required to manage their email system, freeing up resources to focus other critical IT initiatives.
- The company gained an estimated 16,000 man-hours that could be reallocated to company business and client service.



Corporate Headquarters

Postini Corporation  
510 Veterans Blvd  
Redwood City, CA 94063  
USA

Phone: 650-482-5130  
Fax: 650-482-3109

URL: [www.postini.com](http://www.postini.com)

