



Case Summary:

- The Company's rules-based filter solution was only partially effective.
- Worse, its filter-based solution would block legitimate emails.
- New spam attacks required IT to constantly maintain filters.
- **The company replaced rules-based filters with Sender Address Verification (SAV) technology by Sendio.**
- The company now enjoys 100% Spam protection & ZERO "False Positives"
- Company realizes significant savings in IT costs & increase in employee productivity.

Spam is estimated to cost \$2,000 per year, per employee.

- Nucleus Research, 2004

Contact Us:

Sendio, Inc.
1048 Irvine Avenue, Suite 611
Newport Beach, CA 92660
www.sendio.com
949.743.9510
nospam@sendio.com

Sendio Case Study - Financial Services

Protecting A \$10B Asset Management Company From Spam

A New York asset management company that manages over \$10 billion saves significant money by replacing its imperfect filter-based solution with Sendio to eliminate spam

The Situation: Rules-based Spam Filters Can Block Legitimate Emails

Time is money. In the investment business, timely email communication is an important part of success. Despite implementing an email filtering solution, unwanted spam continued to get through to employees' inboxes. Worse, the filters would sometimes filter out legitimate emails, which caused employees to either miss these potentially important emails or force employees to search through the "junk" folder to find the legitimate emails amongst all the spam.

For example, filters would likely block a valid email titled "Analysts upgrade Pfizer on increased Viagra sales" because the word "Viagra" triggers a common filter rule. This is known as the "false positive" problem.

The Problem: Maintaining Spam Filter Technology Adds IT Costs

The Company's Technology Administration Manager – let's call him Isaac – had to find a way to keep up with spammers without blocking legitimate email. The Company's rules-based email filters required constant manipulation to keep up with clever new spam attacks devised to circumvent filters. "We needed relief from the huge effort of maintaining spam filter rules, which was a moving target," said Isaac. The Company required a better answer to its serious and growing spam problem, because its filter-based solution wasn't working.

Nucleus Research estimates that spam costs \$2,000 per year, per employee in lost productivity – without considering the opportunity costs associated with filters blocking legitimate emails, or the extra burden this places on the IT team.

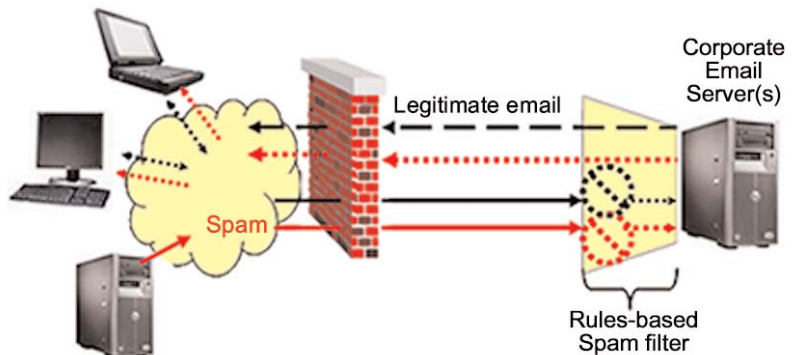


Figure 1: The Company's filter-based solution let unwanted spam through, while sometimes blocking legitimate emails ("false positives").



Benefits of Sendio's Sender Address Verification:

- 100% effective
- ZERO "false positives" (does not block legitimate emails)
- Simple to install & maintain
- Simple to use & administer
- Sendio's I.C.E. Box is a highly available enterprise-grade solution

Isaac enjoys 100% satisfaction from his internal customers.

Contact Us:

Sendio, Inc.
1048 Irvine Avenue, Suite 611
Newport Beach, CA 92660
www.sendio.com
949.743.9510
nospam@sendio.com

"We needed relief from the huge effort of maintaining spam filter rules, which was a moving target."

- Technology Administration Manager,
\$10B Asset Management Firm

The Solution: Replace Filters With Sender Address Verification

To solve the problem, Isaac implemented Sendio's Sender Address Verification (SAV) technology, which blocks 100% of spam messages with zero false positives. Sendio's SAV solution applies a straightforward and effective method of authenticating senders of inbound messages. Because machine-generated Spam will not be authenticated, SAV works without the need for hard-to-maintain and imperfect filters.

Users enjoy Sendio's SAV solution because it is completely effective and easy to use. Valid senders need only authenticate themselves once and that person is verified as legitimate for all future messages (or user may put that person on his drop list at any time). Also, it is simple for users to "pre-authenticate" important and frequent email contacts via the accept list. Isaac enjoys 100% satisfaction from his internal users, which could not be said while he used the filter-based system.

Isaac chose Sendio's I.C.E. Box™ to replace the Company's filter-based spam solution after considering available options. Sendio's I.C.E. Box is an enterprise-grade Sender Address Verification appliance. The Company deployed its I.C.E. Box appliances in a high availability cluster configuration in front of its email servers. This configuration helps insulate the email servers from the outside world while reducing load and storage costs. For business continuity, the Company established a redundant backup solution in London. In continuous operation well over a year, the Sendio solution requires "almost zero maintenance," said Isaac, and "user administration is so easy that it doesn't require an IT expert." The bottom line? Sendio eliminated spam, saving both the IT team and employees significant time.

And time, for a \$10B Asset Management Firm, is money.

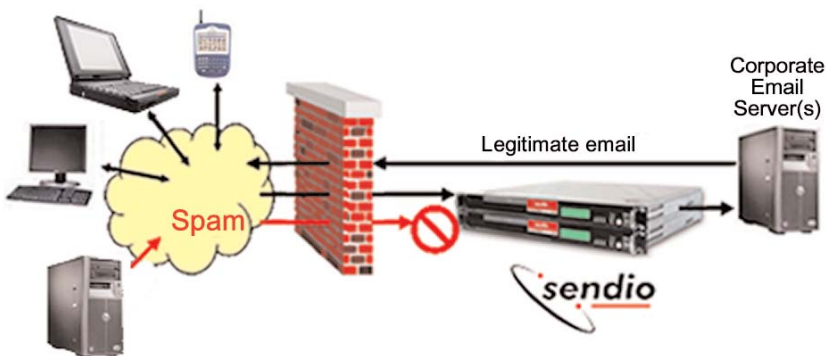


Figure 2: Sendio's I.C.E. Box provides 100% spam protection with ZERO false positives. The Clustered configuration provides high availability. Mirrored backup in London provides worldwide business continuity.