



MessageLabs®

Be certain



Transpacific Industries

Transpacific Industries is the leading Australasian provider of integrated total waste management solutions. With operations in both solid and liquid waste management and commercial heavy-duty vehicles, Transpacific Industries also provides integrated industrial cleaning services and is growing an energy business refining used oil into fuel. With over 6000 employees spread across 250 offices, the company is growing rapidly. Its email network currently services 2700 users, but as recent acquisitions are integrated into the network this number is set to jump to over 3000 in just six months.

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Adam Heilbron
Infrastructure Manager
Transpacific Industries

Outsourcing email protection to MessageLabs has conquered a debilitating spam problem, delivering significant improvements in productivity and risk management, at a much lower cost. MessageLabs Email Anti-Spam Service has stopped the spam clogging Transpacific Industries employees' inboxes, while MessageLabs Email Anti-Virus Service guarantees protection by eliminating email-borne threats before they enter Transpacific Industries' network.

Paying the enemy's way

With its head office in Milton, Queensland and offices across Australia and New Zealand, critical client communications are conducted via email and the security of electronic communications is of paramount importance to Transpacific. Protecting this vital communication channel is essential for network defence, protecting customers and employees and safeguarding company data.

"Prior to outsourcing email protection to MessageLabs, we were downloading 20 Gigabytes of emails every month – and 17 Gigabytes of these were spam," said Adam Heilbron, Transpacific Industries' infrastructure manager. "Not only was spam saturating the link and slowing our email services down, but we were paying excessive download charges and opening ourselves up to a major risk."

Replacing false positives with true emails

In an attempt to tackle the problem, Transpacific Industries was running anti-spam software on its network. While this was intended to stop spam reaching users' inboxes, it still entailed downloading spam in the company's data centre, where it was filtered and either accepted or rejected.

With limited accuracy, the software failed to capture a significant proportion of the spam – and users were still wasting productive time by having to sort and delete 40 to 60 spam emails every day, with the accompanying risk that business-critical emails may be mistakenly deleted during the process.

Compounding this risk of human error, the software itself had a frustratingly high false positive rate. Of the 17,000 emails it quarantined each week, about one third of these were business emails incorrectly captured and delayed. The company had no option but to dedicate valuable IT resources to manually checking captured emails – which took two to three hours every day. At about a quarter of a full-time equivalent position, this was an expensive augmentation to the software solution – which left a wide margin for error.

Unrivalled accuracy at the lowest total cost of ownership

The company's senior management recognised the need for an externally-based solution to address the risks, wastage and frustration caused by the spam. Three high profile vendors were evaluated, including internet-based systems and inhouse appliances. "MessageLabs stood out because it was clearly the most cost-effective with the best Service Level Agreements," said Adam Heilbron. "MessageLabs delivered us unrivalled accuracy, for a lower total cost of ownership."

Because MessageLabs stops spam at the Internet before it enters Transpacific Industries' network, it has delivered immediate savings by slashing the volume of data downloaded. "We stopped downloading spam as soon as we switched to

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MessageLabs. It was as simple as flicking a switch,” said Adam Heilbron.

“MessageLabs has also eliminated the high rate of false positives generated by our previous anti-spam software solution. We are no longer at risk of losing critical client communications, and it has freed up two to three hours every day in the IT team – allowing us to focus on new projects.”

With a predictable cost structure, and without the expense of hardware, software and maintenance, MessageLabs’ managed services has delivered Transpacific real efficiencies.

Sophisticated security risk – instant solution

The sophistication of email threats goes beyond just viruses and spam. With the evolution of email-borne threats to increasingly sophisticated and targeted viruses, Trojans, phishing and converging threats and malware, spam can be a destructive attack capable of evading conventional defences, bringing business to a halt and penetrating intellectual property.

Because MessageLabs Email Anti-Virus Service prevents unwanted emails and the threats they harbour from entering an organisation’s network, it provides complete protection from email-borne attacks. Since implementing the service Transpacific has been liberated from the costly and wasteful burden of remedial action after an attack. Its Link Following capability also checks all URLs contained in Transpacific’s emails, detecting malware on suspicious sites.

“MessageLabs email service is a vital part of our strategy to ensure business continuity. Now email-borne viruses have no chance of penetrating our network,” said Adam Heilbron.

A better way of working

With end users released from the frustration of sorting through inboxes, the risk of genuine emails being mistakenly deleted – a very time-consuming error to correct – and the elimination of network downtime brought about by infected emails, Transpacific Industries has seen real productivity benefits from the MessageLabs services.

“Our users saw an instant and virtually complete solution to the spam problem, and they are a lot happier,” said Adam Heilbron “The service has vastly reduced stress levels in the IT team, and improved our productivity as well. Because it has solved a very obvious problem so well, it has helped restore people’s trust in technology.”

Solution at a Glance

Business Drivers

- Spam comprising 85 percent of email received
- Reliance on email for secure, sensitive and business-critical communication
- Sorting and deleting spam impacting on productivity

Technology Challenges

- High spam volume slowed system and wasted bandwidth
- Inhouse anti-spam software had high false positive rate
- Diversion of IT resources to unproductive tasks

Solution

- MessageLabs Email Anti-Spam, Anti-Virus Services

Size of Organisation

- Over 6000 employees
- 2700 email users

Business Value and Technical Benefits

- Guaranteed result of clean email inboxes
- Improved productivity for end-users and IT
- Secure and reliable communications
- False positive rate of only 0.0003%
- Seamless implementation, ‘set and forget’ service
- Lower total cost of ownership
- No maintenance or settings changes
- No hardware or software, complements existing infrastructure

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