



MessageLabs[®]
Now part of Symantec



MessageLabs Reseller Program Virus Defence Bureau

Virus Defence Bureau has made its mark in the IT security market since the early 1990s, with ten sales and support staff based in Melbourne serving clients around Australia, including small to medium businesses, local government and enterprises with up to 15,000 desktops.

"With ten years' immersion in email and web filtering solutions, we've seen the market requirement evolve from software based solutions to appliances as business sought to reduce management and maintenance costs," said Michael Dickerson, Virus Defence Bureau's General Manager. "Now, as the economy is contracting, more of our clients are considering Software as a Service (SaaS) to protect them from constantly evolving threats in a way that meets their business needs."

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Michael Dickerson
General Manager
Virus Defence Bureau

Closing the deal

Virus Defence Bureau has found that outsourcing email and web security to SaaS providers such as MessageLabs delivers its clients the most cost-effective and comprehensive protection. "Outsourcing replaces capital outlay with a predictable operating expense, eliminating the investment in software which depreciates rapidly, and saving on hardware and maintenance," says Michael Dickerson. "All our clients already have a messaging security solution in place, but they are looking to eradicate the time and effort they are spending managing spam and updating and maintaining software."

Virus Defence Bureau benefits from a shorter sales cycle when introducing clients to MessageLabs. With close support from the MessageLabs pre-sales team, they can readily identify the pain points for each customer and create a business case for moving to an outsourced model. "We help clients identify all the time and internal costs they are spending managing and monitoring their in house solution, and quantify the savings from having clean email arriving in inboxes.

"We then suggest that our clients evaluate the service, and simply arrange to point their MX records to MessageLabs for a week. The support we receive from MessageLabs is excellent in ensuring this goes smoothly, and at the end of the week the client has a decision to make: either continue with MessageLabs or reverse the arrangement. Every client we've had evaluate the MessageLabs service has gone ahead with it, and every one without exception is happy.

"A critical selling point for our clients is MessageLabs' effectiveness in eliminating new and unknown viruses. Most anti-virus solutions rely on signature updates to detect malicious code, and we see this as a major weakness. MessageLabs' proprietary technology, Skeptic™ protects businesses from all malware from day zero, and this is a major selling point.

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"Virus Defence Bureau is also confident to recommend MessageLabs because it is the leading SaaS provider, and delivers thorough redundancy with very attractive Service Level Agreements. The provision by MessageLabs to guarantee security, service and performance levels in writing, such as 100 per cent email delivery and 100 per cent virus protection, has proven to be a convincing sales tool," said Michael Dickerson.

Guaranteed protection, guaranteed revenue

Focused on the business benefits technology can deliver their clients, Virus Defence Bureau is also very aware of the margins and revenue MessageLabs contributes to its own profitability. "Because we experience minimal churn with MessageLabs, it gives us guaranteed revenue year in, year out, with minimal ongoing effort from us," says Michael Dickerson. "As a Certified reseller, we need to be as efficient as possible. Selling software always entails teething issues, whereas MessageLabs ensures we retain the customer with the level of ongoing support greatly reduced."

Virus Defence Bureau places a high value on the pre and post sales support MessageLabs provides, along with help with business planning, marketing programs, training and certification and channel expansion. "MessageLabs is a proactive and professional organisation, which delivers the service we feel best meets the requirements of the current market," said Michael Dickerson. Becoming a MessageLabs Partner is a no-cost, low risk way for systems integrators, IT consultants and resellers to build revenue, increase customer retention and expand their business through the expanding SaaS market. To become a MessageLabs Partner simply register online at www.messagelabs.com.au/partners or for more information contact us on anzpartners@messagelabs.com.

Solution at a Glance

Business Drivers

- Increasing sophistication of threats makes managing security an ongoing challenge for clients
- Stopping threats before they reach customers' networks requires internet level protection
- Recommending and deploying the correct solution ensures good client relationships and trust

Solution

- MessageLabs Email Anti-Spam, Anti-Virus, Image Control, Content Control and Email Continuity
- MessageLabs Policy Based Encryption and Boundary Encryption
- MessageLabs Web URL Filtering, Anti-Spyware and Anti-Virus
- MessageLabs Instant Messaging Service
- MessageLabs Archiving Service

Business Benefits

- Easy entry into SaaS security market
- No-cost, low risk entry
- Your own MessageLabs account manager
- Technical support and training
- Discounted services for own use
- Monthly newsletter and intelligence reports
- Partner virus alerts

Guarantees

With 24x7x365 support, MessageLabs guarantees:

- 100% protection against all known and unknown viruses
- 99% of spam captured before it enters customers' networks
- 0.0003% false positive spam capture rate
- 100% service availability guaranteed

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