



We need to protect our restaurants' email system against virus attack. We do not have technical people in many of the restaurants and in many cases, the outlets are geographically remote and a virus could mean days of downtime, not to mention the resource cost to restore the system. With MessageLabs we don't need to worry about virus attacks, because MessageLabs' AV service captures all existing viruses as well as suspected new viruses immediately, before the AV vendors have time to write and distribute a virus pattern signature.

Mr Ming Yu
Senior IS Manager
McDonalds (Hong Kong)

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McDonald's is the world's largest food service retailer, with more than 30,000 restaurants in 118 countries serving 46 million customers each day. It is one of the world's best-known and valuable brands, and holds a leading share in the globally-branded quick-service restaurant segment of the informal eating-out market in virtually every country in which it operates.

The 24 x 7 global nature of this consumer business and the fact that most of its employees are young and enthusiastic supporters of new and emerging technologies means the company is in one of the highest risk categories for exposure to Internet email viruses, despite a stringent and comprehensive computer and email use policy.

In Hong Kong, the company has some 220 restaurants spread throughout the central business districts and surrounding rural areas, all heavily reliant on email. "We have had email viruses in the past, almost all inbound," said Mr. Ming Yu, McDonalds' Hong Kong-based Senior IS Manager.

"Usually the infection was caused by signature updates that were not fully implemented on every machine or a download that failed. This is the sort of problem that becomes more difficult to defend against as you become more widespread globally and you rely on multiple ISPs and providers to keep you operating at peak efficiency."

Limited IT resources

"And we are of course a restaurant chain, so we don't employ technical staff for each venue."

As in many large corporations, reliance on email as a communication system has been growing and today, McDonalds' management describe email as mission-critical, acting as a communications bridge between headquarters and the 30,000 outlets as well as between McDonalds and its partners and suppliers.

Prior to MessageLabs, McDonalds relied on a well-known network-based Anti-Virus system and this is still in place to protect the company against non-email threats.

Threats are more complex, more frequent

The company also is aware that Internet email threats are evolving, including an increased incidence of attachments, and therefore the need to separate business information from potential spam and malware is becoming more important.

"Our internet usage is growing," says Mr. Ming Yu. "Attachments are getting bigger and so demand for storage is on the increase. By mid-2003, we were seeing about 30,000 emails a month transit the servers."

One thing we always were conscious of was the risk that our domain could be blacklisted for some reason and our reputation in the marketplace would be seriously affected. We don't have that concern any more.

"This has meant our IT staff spend more time making sure that we don't block business attachments but we also have to manage space on the servers."

"If the store system is brought down by a virus, we could lose sales and other business data. System downtime will also affect the productivity of our store managers and increase the overall cost of hardware and system maintenance costs."

MessageLabs is worry free

"MessageLabs has been a big help to us. Our staff don't worry about inbound email viruses, we can concentrate on the business."

"We also know that we are not going to pass viruses outbound to our suppliers and partners and this also is very reassuring."

"One thing we always were conscious of was the risk that our domain could be blacklisted for some reason and our reputation in the marketplace would be seriously affected. We don't have that concern any more."

Mr. Ming Yu said the MessageLabs service was implemented very quickly and easily, with no impact on business processes.

No training, no updates, no worries

"We didn't have to train anyone, there is no need for virus pattern signature updates, we are secure that MessageLabs will filter and block out all viruses before they reach our networks," Mr. Ming Yu said.

The McDonalds IT staff also appreciate the ease and power of ClientNet. "It gives us a global view of what threats are in the marketplace and who in our organisation is being targeted," Mr. Ming Yu added.

"Just knowing that we can see email totals and the viruses being stopped by MessageLabs is a big plus for us. It makes our staff more comfortable with the solution because it's so transparent."