



Shinwa International Holdings Limited

Shinwa International Holdings Limited, a manufacturer and distributor for the automotive market, supplies equipment to some of the world's most prestigious car marques. With subsidiaries located throughout North America, Europe and Asia, and off-shore production in countries such as China, US and Hungary. Shinwa is continually looking to drive strategic growth by creating better global efficiencies. Outstanding customer service is one of the company's core metrics and they constantly strive to improve their service to remain competitive in a global market.

The Problem

With email the preferred form of communication and indispensable in business today, any interruption to conversations between Shinwa staff and customers had to be addressed immediately. Increasingly, staff members, were experiencing frequent spam attacks. One staff member was being greeted with up to 50 spam emails each morning. The attacks were proving a nuisance, not only draining network and IT resources but also the time of staff who were now having to identify legitimate emails.

With 400 of its 10,000+ staff receiving 20,000 emails per week, the Group IT Director, Alan Leung needed to ensure that the only email messages reaching administrative and sales staff were valid.

"Naturally our staff are in the business of networking and handing out their business cards to numerous sources. Spam faces low barriers to entry and unfortunately our staff were increasingly becoming victim to these attacks. We couldn't risk business communications being compromised, potentially impairing client communications," said Leung.

"The volume of Chinese language spam has been increasing during 2007, with Hong Kong a prime target. In addition to this, the manufacturing industry is heavily targeted by spammers, as they are perceived as being large organisations with many employees," said Matthew Shriner, director of sales Asia Pacific for MessageLabs.

The Solution

Leung sought out MessageLabs' Email Anti-Spam and Anti-Virus services based on his experience with their web security service within another organisation.

During the selection process Leung trialed another spam solution from a Chinese web security provider. While this solution was similar in that it also provided a managed service, the offering did not recognise spam across multiple languages.

Based in Hong Kong since relocating from Japan in 2004 and with branches in Greater China, Europe, South East Asia and Japan, Shinwa is a truly international organisation.

Therefore a solution which recognised spam across different languages was a prerequisite.

The ultimate goal for Leung was to provide the best technology to protect staff from spam and viruses and ensure staff productivity was not affected.

“We have users from all over the world, so MessageLabs’ multi-language solution was the clincher in the decision making process.”

Shinwa required English, Chinese, Dutch and Japanese languages initially with the potential to add more languages as the company continues its expansion . With the manuals and instructions all available for download on the Internet, plus the added support from the local MessageLabs staff, integrating the solution was a smooth process.

“Another draw card for us was being able to utilise the one solution within the whole organisation, across all our subsidiaries. This ensured our resources weren’t tied up managing multiple systems,” explained Leung.

While Leung’s team aren’t involved in the day-to-day running of IT operations of the international offices, they do provide IT support internationally for the implementation and monitoring of major projects as well as handling the demands of the Hong Kong office. An additional factor that contributed significantly to the final decision was the fact the MessageLabs solution has helped IT release some of its administration work back to the users, allowing the recipient to configure filtering options. With the increasing demands in email technologies, this was a welcome feature in Leung’s IT team.

“The previous solution, an appliance, in fact created more work for my department, requiring constant monitoring. The appliance had to rely on information from the Public Internet Communities and the monthly anti-spam and anti-virus subscriptions, which then determines which emails/domains were valid and which weren’t. With MessageLabs, staff can control white lists for themselves, rather than a blanket list for all.”

“The ability to have users classify for themselves whether incoming emails were legitimate for them was a definite plus. As a locally hosted solution the appliance was also proving a strain on network resources.” said Leung.

After presenting his findings to the senior management the unanimous decision was made to proceed with MessageLabs’ offering.

Results

“The set up and configuration of MessageLabs’ Email Anti-Spam and Anti-Virus services was a smooth process. We didn’t go through a long planning stage and the deployment



of the software was simple too, with only a few admin pages to fill in. The deployment required very few changes to our existing network, it was more like Windows' plug and play," explained Leung.

In addition to delivering a more secure and robust email experience for the sales and admin staff at Shinwa globally, the implementation of MessageLabs' solution has also reaped benefits for the IT team.

"We now have more time to concentrate on the day to day running of the department and we are no longer wasting time updating software."

"Personally, I used to receive between eight to ten spam per day and now I receive none," noted Leung.

As for the staff member who was previously receiving up to 50 spam emails a day, he currently receives zero spam emails . This is consistent with the results that have been noted across the organisation.

"Valuable server space and precious bandwidth has been released and our team can now operate with confidence, safe in the knowledge that email will safely reach its destination and they can concentrate on their core business activities," concluded Leung.