



95 percent of Spam Eliminated and 75 percent Reduction in Email

“Email is probably one of the most critical IT components supporting our business. We required a solution that would effectively eliminate spam and viruses, relieve the burden on my email servers and my IT staff, and be simple and easy enough to use by our realtors . . . and we needed it right away. Postini fit the bill on all counts.”

Ralph Freshour, IT Director

RESULTS AT A GLANCE

- Eliminate more than 95 percent of spam messages were blocked before they reached APR's network
- Avoid the planned purchase of additional servers to handle growing spam traffic
- Gain a significant reduction in the labor required to manage its email system

THE PROBLEM

Growing Spam Volume Reduces Productivity, psets Agents, Preoccupies IT

Within the past six years, APR, a real estate firm in the San Francisco Bay area has more than doubled its sales volume to \$7 billion in 2002. Concentrating on luxury residential real estate, the firm has more than 1,250 realtors that must be supported by its email system...a vital link among agents and their customers. Email communications, however, were becoming more difficult as users noticed a dramatic increase in spam and unwanted messages filling their email boxes.

From the End User's Perspective:

At one point, APR realtor John St.Clair, realized the process of identifying and deleting spam messages was taking from 30 to 45 minutes every day—time that could have been spent making sales. “We were frustrated to no end,” St.Clair recalled. “A realtor can't afford to waste 45 minutes every day combing through emails to sort out what is important and what is garbage. Before Postini, I almost lost a large deal because I missed an email message from a prospect that was buried in junk emails.”

From the IT Director's Perspective:

While APR's IT Director Ralph Freshour and his staff had deployed a software filtering product to reduce spam, it was requiring more time and effort to maintain as message volume increased. “In last quarter of 2002 it was like somebody turned on the spam fire hose,” Freshour explained. “It simply buried us.” During that time, Freshour observed spam traffic jump from 10,000 a day up to 30,000 or 40,000 messages a day. As a result, end user (realtor) complaints skyrocketed.

“I was spending almost half my time responding to realtor complaints or manually searching through filtered emails for specific messages,” he noted. “It reached a point where our current email filtering software just couldn't handle the load.”

THE SOLUTION

Postini Perimeter Manager “PREEMPTS” Spam Before It Reaches Their Email Gateway

Freshour recognized an immediate solution had to be found. “We were at a crossroads,” he remembers. “We were running out of email storage space, and were experiencing outages on our machines attempting to manage the spam. We either had to hire more help and buy more servers, or find an alternative.”

Referred to Postini, Freshour quickly discovered the unique advantages of Postini Perimeter Manager®.

Postini's exclusive pass-through service processes all Internet based email before it ever reaches a company's email gateway. Within milliseconds Postini's patented PREEMPT™ technology separates junk email and viruses from legitimate messages. Legitimate email messages are immediately sent to the addressee, while junk email is quarantined in a web-based, password protected Message Center. If a company chooses, employees can have access to their quarantined email and the ability to adjust filters to their personal preference.

“Postini is very quick and easy to work with,” he commented. “I can now review 400 quarantined emails in less than five minutes. It’s one of the best things our IT department has ever done for us.”

Ralph Freshour, IT Director

THE RESULTS

Agents Give IT Director a “10-Minute Ovation” at Annual Meeting

In early 2003, APR activated Postini’s solution to secure more than 1,000 realtor email accounts in 16 office locations. Since then, the Postini solution has quarantined millions of messages identified as spam or that contained viruses, accounting for nearly 75 percent of incoming mail.

Not only has spam been eliminated, APR realtor John St. Clair appreciates the flexibility and user control that Postini Perimeter Manager gives him. He can access quarantined email on the company’s Intranet and quickly review suspicious messages - and adjust the level of filtering to his specific needs.

The results were so dramatic, in fact, that when IT Director Freshour mentioned the activation of the Postini service at APR’s annual meeting, he received a 10-minute ovation from the more than 1,000 realtors in attendance.

“I’m really pleased with the Postini service,” Feshour concluded. “It feels like an integrated part of our own system. Availability has never been an issue and I can be confident that Postini is always monitoring and watching for the latest threats.”

Using Postini Perimeter Manager, APR has been able to:

- Eliminate more than 95 percent of spam messages were blocked before they reached APR’s network, reducing the volume of incoming email traffic by nearly 75 percent (more than 30,000 messages a day), freeing agents to concentrate on their sales activities.
- Avoid the planned purchase of additional servers to handle growing spam traffic. Gain a significant reduction in the labor required to manage its email system, saving the IT Director from having to dedicate a full time position to email administration.



ABOUT POSTINI

As the leader in Integrated Message Management, Postini managed services protect businesses from a wide range of IM and email threats, provide message archiving and encryption, and enable the management and enforcement of enterprise policies to meet regulatory compliance requirements.

Corporate Headquarters

San Carlos, CA USA
Toll-free: 1-866-767-8461
Email: info@postini.com
www.postini.com

EMEA Headquarters

London, UK
Tel: +44 (0)20 7082 2000
Email: info_emea@postini.com

Asia Pacific Headquarters

Tokyo, Japan
Tel: +81 80 3089 7470
Email: info_apac@postini.com

© Copyright 2006 Postini, Inc. All rights reserved. SS01-01-0404

Postini, the Postini logo and Postini Perimeter Manager are registered trademarks or service marks of Postini, Inc. PREEMPT is a trademark of Postini, Inc. All other trademarks listed in this document are the property of their respective owners.