



Current Email Security Environment

Spam costs U.S. businesses \$71 billion annually—more than \$700 per employee each year—according to a 2007 survey conducted by Nucleus Research as reported in InformationWeek. That's almost \$60 per employee per month.

This means that the cost for a firm with 100 users is more than \$70,000 per year. For a 3,000-user company, the spam toll is over \$2 million annually. Clearly, spam does not come cheap.

The survey also found that while only 60% of companies actually bother to filter their spam, 90% are frustrated with spam. So frustrated, in fact, that 18% feel spammers should receive jail time.

A July 2007 report by the **Federal Trade Commission** confirms that email spam has become a significant global tool for the propagation of financial crimes, and the malicious acts of spammers and phishers are inherently criminal. And the concern isn't confined to the FTC. Conservatively, the **Federal Bureau of Investigation** estimates that cybercrime causes more than \$120 million in damages annually, and further that only 9% of cybercrime is even reported. And the **Internal Revenue Service** placed phishing emails at the top of its most recent list of the 12 most serious tax scams.

In response, the CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing) was enacted to curb the problem by imposing specific requirements on unsolicited commercial email messages. It also authorizes the FTC to levy a fine of \$11,000 per violation, adds penalties for directory harvest attacks and other abuses, and enables the Department of Justice to impose penalties for related crimes.

DollarDays: Committed to eCommerce

DollarDays is the premiere online wholesaler and closeout company that helps small businesses compete against larger enterprises by offering more than 25,000 high-quality goods at close to wholesale prices. With the majority of business conducted via ecommerce, DollarDays relies heavily on email as a vital sales and customer support tool. Email is also used in virtually all managerial activities.

DollarDays was experiencing significant ecommerce issues as a result of extremely large volumes of spam and directory harvest attacks being launched against them. In addition, it was imperative that no emails be lost or eliminated that might involve valid business, and screening was taking a toll on employee productivity. As a result, the ability to conduct day-to-day business and provide customer support was seriously impaired.

"Email is our main medium of customer communication, and is the lifeblood for any ecommerce company," said Steve Picardi, Network Services Manager for DollarDays. "Spam is one of the major problems that reduces productivity and can impact day-to-day operations, so finding a quick and easy solution was critical."

Test-Driving SpammerTrap®

DollarDays decided to try SECNAP® Network Security Corporation's SpammerTrap product and take advantage of a free 30-day trial offer. The results far exceeded expectations.

"It was evident from the day the product was installed that the SpammerTrap device had the right combination of features, ease of use, customization and personal support—all driving factors in our final choice," said Picardi. "We looked at many solutions, but ultimately SpammerTrap delivered the most capable spam and anti-virus protection at a very affordable price."

continued

The SpammerTrap® Difference

SpammerTrap appliances and Hosted SpammerTrap solutions lead the industry in effectiveness through a unique functionality profile that includes:

- More than 4,000 tests performed on each email to determine authenticity
- Screening conducted at lightning speed to identify spam and deliver valid email fast
- More than 40 real-time blacklists, three spam databases and unique reputation databases constantly updated and checked
- Automatic learning of client system/patterns in just days using Bayesian logic
- Forged email header detection
- Exceptionally efficient email firewall
- Anti-virus updates hourly, and much more

These features and a host of others mean virtually 100% accuracy in blocking spam and allowing valid emails to be delivered. And SpammerTrap technology integrates seamlessly with all systems including Microsoft Exchange, Novell GroupWise, and Lotus Notes for universal deployment.

Also a standard feature, the extensive SpammerTrap monitoring and reporting program allows users to see how much spam and non-spam email their company receives.

Experimenting with Solutions

Spam email and spam-borne viruses affect employee productivity and erode network bandwidth. Spammers and hackers are becoming increasingly organized, unified, and sophisticated in their ability to steal corporate assets, including customer data. All this adds up to potentially enormous company liability if effective preventive action is not taken.

In attempting to address the problem, DollarDays had tried several anti-spam products without acceptable results. "They only added additional time and effort for the IT staff and still could not effectively resolve the problem for our end users, whose level of spam kept increasing," said Picardi.

He continued, "We were on the lookout for a tool that not only would reduce the junk emails, but also would not filter or block the essential valid emails that are so important to our ebusiness operations."

Now, DollarDays Conducts eCommerce Confidently—with SpammerTrap

Exceptional expertise in email security, and the ability to develop and continually upgrade the underlying technology, continue to set SECNAP apart from other providers of spam solutions.

SpammerTrap and Hosted SpammerTrap deliver a highly effective solution to ensure that clients such as DollarDays retain their ability to conduct business quickly, easily, and with complete confidence.

"SpammerTrap is an awesome solution. The staff at SECNAP are very knowledgeable and know their product and services very well. I absolutely love the product. It is the easiest piece of equipment I've EVER installed and results were virtually immediate."

—Steve Picardi, Network Services
Manager, DollarDays

To learn more about our complete line of SpammerTrap appliances and hosted solutions, contact your SpammerTrap representative or visit www.secnap.com.

877-667-7264

