

## CASE STUDY

### *SpammerTrap Outperforms Symantec in Client Comparison*

#### Current Email Security Environment

Spam costs U.S. businesses \$42 billion annually—more than \$257 per employee—according to a 2009 estimate by Ferris Research. Ferris specializes in messaging, collaboration and compliance research in the technology sector.

For a firm with 100 users, that translates to more than \$25,700 per year. For a 3,000-user company, the spam toll is \$771,000 annually. Clearly, spam does not come cheap.

A 2009 survey published by *SC Magazine* revealed that small to mid-size businesses, which comprise the majority of U.S. businesses in sheer numbers, lag behind in terms of basic protection:

- More than 40% have no anti-spam solution
- One-third lack anti-virus protection.

The **Federal Trade Commission** confirmed in 2007 that email spam has become a significant global tool for the propagation of financial crimes.

The **Federal Bureau of Investigation** conservatively estimates that cybercrime causes more than \$120 million in damages annually, and that only 9% of cybercrime is even reported.

The **Internal Revenue Service** placed phishing emails at the top of its 2008 list of the 12 most serious tax scams.

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.

#### Lowry Research: Data Protection Is Vital

Lowry Research Corporation was founded in 1938 to provide analysts and investment professionals with an unbiased, factual analysis of the stock market. Their tabulations furnish the statistical foundation for Supply vs. Demand analysis of market trends. Located in North Palm Beach, Fla., Lowry is the oldest continuously published Technical Investment Advisory in the United States.

The majority of Lowry clients are private investors or investment professionals from Wall Street's leading research departments and money management firms—some of whom have been subscribers for more than 40 years.

It is vitally important to Lowry that its corporate assets and confidential client information be effectively protected from spam and email-borne cybercrime. And their current solution just wasn't getting it done.

#### Due Diligence: Lowry Researches Email Security Options

At the suggestion of a long-standing SECNAP® client, The King's Academy, Lowry contacted SECNAP Network Security to learn more about the SpammerTrap® email security solution. A SECNAP channel partner in the area, SLPowers, helped arrange a complimentary 30-day product evaluation.

SLPowers provides enterprise-class IT solutions to businesses across the U.S. and Caribbean, as well as offering clients a Managed 'Virtual Private SpammerTrap' Service on a pay-as-you-go basis.

"We had the SpammerTrap deployed inline with our installed software solution, Symantec Brightmail. Once we properly configured the SpammerTrap, it proved to be consistently MUCH more accurate."

—Mike Secondino, IT Specialist  
Lowry Research

## Case Study: Lowry Research

### Test Results Grab IT Attention

In attempting to address their problem, Mike Secondino, in charge of IT at Lowry Research, had tested several anti-spam solutions without acceptable results. The SpammerTrap outperformed every product tested, including the Symantec Brightmail solution they were using.

"SpammerTrap is an excellent product, far better than any other solution I am aware of. We were getting over 1,000 spam emails per hour (roughly 26-27,000 per day) just a year ago. After purchasing the SpammerTrap, we have lost NO valid email, and I only deal with a dozen or so quarantined entries in a given day—some weeks less than two dozen in all."

—Mike Secondino, Happy IT Guy  
Lowry Research

### The Technology Behind The Results

SpammerTrap appliances and hosted services deliver superior results through a unique integration of functions:

- A highly sophisticated, multi-layered email firewall guarantees exceptional efficiency
- As many as 4,000 security tests determine authenticity of each email
- Screening conducted at lightning speed identifies spam and delivers valid email fast
- More than 40 real-time blacklists, and four reputation databases, updated and checked constantly—no other solution does more
- Client email patterns are learned rapidly and automatically using Bayesian logic
- Anti-spam, anti-virus, anti-malware protection all in one intelligent solution

In concert, these features consistently demonstrate greater than 99.9% accuracy in blocking spam and delivering valid emails fast. And SpammerTrap technology integrates seamlessly with all email systems and client servers.

Also a standard feature, the robust SpammerTrap reporting module enables IT staff to monitor spam volumes and email volumes by hour, day, week and month, as well as by user.

Lowry Research was so impressed with the results of their testing that they purchased the SpammerTrap model SME-150 appliance, through SLPowers, even before the complimentary 30-day evaluation period had been completed.

### The Importance of a Quality Product

Lowry has always taken pride in delivering a product of the finest quality. The firm received the 2009 Technical Analyst award for Best Equity Research and Strategy, presented in London in March 2009 by *Technical Analyst* magazine. In addition, the firm's President, Paul Desmond, was named Technical Analyst of the Year.

With a consistent focus on delivering a quality product over the years, it's small wonder that Lowry's research and testing of email security solutions led them to another quality product: the SpammerTrap email security solution from SECNAP.

To learn more about the complete line of SpammerTrap appliances, cloud-based and Managed Services, contact a SECNAP channel partner near you or visit [www.secnap.com](http://www.secnap.com).

"My days used to be plagued with some new variety of spam that had slipped through to the users, looking for false positives in a population of literally thousands of spam emails. Now that we've found the right solution, I have time for the more strategic parts of my job. Has the SpammerTrap spoiled us? You bet it has!"

—Mike Secondino, Lowry Research



877-667-7264

[www.secnap.com](http://www.secnap.com)