



## Spam Eliminated - IT Administrative Burden Reduced - User Control Restored

“Postini’s solution is exactly what we have been looking for. The Postini solution is a relief as it has drastically reduced my administration time and ultimately eliminated my IT headaches.”

**Rick McGheney, Senior Vice President & IT Administrator**

### RESULTS AT A GLANCE

- More than 93 percent of spam messages were blocked before they reached the bank’s network, reducing the volume of incoming email traffic by nearly 80 percent and freeing up email system bandwidth
- Postini’s solution provided email administration that is accessible and customizable by the users
- Postini enabled users to control the level of filtering they desire allowing them to customize their email lists effectively as well as examine unsolicited emails in quarantine

### THE PROBLEM

#### Spam Overwhelming Users, IT Staff and Infrastructure

The Bank of Walnut Creek is an independent community bank serving Northern California and is recognized for quality banking, safety and soundness, and genuine personal service. The bank was founded in 1980 and its current assets are valued at more than \$400 million. *U.S. Banker Magazine* ranks Bank of Walnut Creek as one of the five most profitable community banks nationwide. As the bank continued to grow, the incidence of unsolicited email messages and directory harvest attacks (DHAs) became tremendously overwhelming, creating a burden on employees, IT staff and the bank’s network infrastructure.

“Our management and employees were receiving over 1,000 spam messages a day, which amounted to about 80 percent of the incoming email,” according to Rick McGheney, The Bank of Walnut Creek Senior Vice President and IT Administrator. “A large portion of these messages contained inappropriate content, which our employees found frustrating and offensive,” he explained. “The volume of unsolicited email caused an IT administration nightmare, slowing down the networks and placing a huge strain on our bandwidth.”

The bank needed an immediate solution that would stop spam and provide its employees with direct control over their spam management, eliminating the need for constant IT attention. After a recommendation by the chairman of the bank, the head of the IT Department decided to take implement a 30-day no risk trial of Postini’s email protection service.

### THE SOLUTION

#### Postini’s Perimeter Manager Service

As a managed service that prevents threats from entering the network, Postini’s service sits between the Internet and The Bank of Walnut Creek’s email gateway, identifying and stopping spam as well as viruses and other threats without consuming the bank’s email system bandwidth or resources. Postini’s comprehensive service filters spam and viruses, protects email systems from a wide range of attacks, and provides IT organizations with tools to secure email connections and regulate email delivery.

Postini’s unique, pass-through technology processes email in real-time, through a highly secure system architecture that operates with no detectable latency, no data loss, and no security compromises.

Within milliseconds, Postini’s heuristic-based anti-spam and virus engines separate 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 Postini Message Center. If a company chooses, employees can have access to their quarantined email and the ability to adjust filters to their personal preference.

McGheney cited several advantages that Postini offered compared with other anti-spam products. He noted that Postini’s solution provides email administration that is accessible and customizable by the users and easy for the IT administration to install and support. This meant a significant reduction in time and effort needed to support the bank’s email system. In addition, Postini enables users to control the level of filtering they desire allowing them to customize their email lists effectively as well as examine unsolicited emails in quarantine.

“Due to multiple email accounts, I was hit with the worst amount of spam of any user at our bank. With Postini installed, 93 percent of my unsolicited email is quarantined offering tremendous time savings for me.”

**Lee Wines, Chief Financial Officer for The Bank of Walnut Creek**

Finally, McGheney pointed out that the security and reliability of Postini’s service was also an important advantage. Postini’s patented architecture is designed with tightly regulated processes and vulnerability assessments that are performed regularly to ensure optimal security. Postini’s infrastructure is housed in fully redundant primary and secondary data centers, backed by a 99.999 percent service level agreement.

## THE RESULTS

### Spam Eliminated. Administrative Burden Significantly Reduced

More than 93 percent of spam messages were blocked before they reached the bank’s network, according to McGheney, reducing the volume of incoming email traffic by nearly 80 percent and freeing up email system bandwidth. With the ability to put administrative control at the fingertips of the users, the bank’s IT department experienced a significant reduction in the labor required to manage their email system, freeing up resources to focus other critical IT initiatives.

Once the Postini service was activated, Lee Wines, Chief Financial Officer for The Bank of Walnut Creek, was more than pleased. “Postini offers a cost effective solution for smaller companies that outshines competitors,” he said.



## 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.

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## Postini Perimeter Manager® Eliminates Spam and Virus Attacks, Enhances Productivity, and Keeps Pace with New Threats

“With Postini, we don’t have to worry about disk space problems, updating the software and filters, or investigating the latest spam and virus attacks. That means we can focus our time and effort on things that are important to the growth of the company.”

**Rob Hutter, Systems Engineer II, Westaff**

### RESULTS AT A GLANCE

- Comprehensive and consistent anti-spam and anti-virus protection for more than 220 U.S. offices
- Reliable, scalable service for business-critical email flow
- Continuous feature and protection enhancements, value-added product releases

### THE PROBLEM

#### Sheer Volume of Junk Mail Affects Job Effectiveness

Founded in the San Francisco Bay area in 1948, Westaff provides temporary staffing and permanent employment services to businesses located throughout the United States, United Kingdom, Australia, and New Zealand. Westaff has more than 15,000 clients in the U.S. alone. Companies ranging from Fortune 500 companies to innovative start-ups depend on Westaff’s ability to match them with smart, talented and energetic employees – the right person at the right time.

“Email is a critical part of our business,” declares Rob Hutter, Systems Engineer II for Westaff. The company relies on the Internet and email to post job listings, evaluate ad responses, and conduct proficiency and behavioral tests. Westaff is also on the cutting edge of eProcurement, online resources that help them quickly fulfill large-scale, multiple-site staffing needs.

To support their clients, Westaff’s staffing associates must be able to respond rapidly to requests and issues and evaluate hundreds of job advertisement responses. However, three years ago, more and more Westaff employees, especially those managing public email addresses, began complaining they spent increasing amounts of time cleaning out junk mail rather than serving clients.

Recognizing that the growing volume of spam was jeopardizing their employees’ ability to do their jobs effectively, the company’s executive staff commissioned a team to investigate anti-spam offerings on the market and find a solution that would best fit Westaff’s needs.

### THE PROCESS AND SOLUTION

#### Postini Features and Capabilities Outstrip Competing Products

“We put together a team of five people from different departments within IT to research email spam solutions,” recalls Hutter. As team members sifted through information from industry magazines and analyst reports, they created a spreadsheet rating dozens of vendors against a comprehensive weighted list of 45 features and capabilities. Eventually, the team narrowed the list to six vendors. Five of the finalists were in-house appliance or server software vendors; Postini was the only managed service.

Hutter admits that the team was initially nervous about considering an outside service to manage their email flow and had to be convinced that a managed service approach was highly reliable. “We had used managed services for monitoring and managing our external network circuits, but we had never considered a service for such an integral part of our business,” he explains.

The team continued to hone its requirements list, participate in onsite and web-based product demonstrations, and talk with customer references. “At the end, we decided to go with Postini, because it supported the greatest number of capabilities we wanted, had good user controls, and came out ahead of everybody else in independent third-party evaluations,” Hutter reports.

Next the team took advantage of Postini’s free 30-day trial of Perimeter Manager™ Enterprise Edition. At first Westaff configured Postini to operate in “audit” mode so they could observe how it performed without Postini directly affecting email flow. Satisfied with Postini’s performance, Hutter deployed it in the IT department. Postini’s

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broad mix of filtering methods, security features, and user and administrative capabilities soon won over the team. They could see how Postini's unique, real-time, fully automated pass-through filtering system kept email private and secure. And Postini's highly available service, backed by robust fail-over capabilities between its West Coast and Midwest data centers, gave Westaff confidence that its employees would always have access to their email.

## THE RESULTS

### Postini Continually Improves Spam and Virus Protection, Offers Innovative Services

Westaff has been using Postini's Perimeter Manager™ Enterprise Edition for three years with no interruption in email delivery. On average, Postini processes a total of 350,000 messages a week for the company. The Core Engineering group in Westaff's IT department has grown to appreciate the range of features from Postini. Email alerts automatically notify them when a problem with one of Westaff's email servers is identified by Postini.

They also value Postini's targeted protection against directory harvest attacks (DHAs) and email bombs that can cripple email servers and completely shut down an email system. Another plus is its anti-virus protection. “Although we were originally just looking for anti-spam protection, the built-in anti-virus protection has turned out to be a real added bonus for us,” he observes. Postini's anti-spam and anti-virus protection easily scales to keep pace with Westaff's company expansion plans as they acquire companies and open new offices around the country.

Hutter notes that whenever he has called Postini for support, the technical staff always pick up the call and resolve any questions or issues quickly, usually within one phone call. At one point, he recalls Postini engineers created a custom filter for blocking an unexpected volume of spam, and the next he knew, “poof, that spam problem was gone.”

Because spammers and hackers have developed more sophisticated techniques over the years, Hutter appreciates the fact that Postini continues to release new security protections and add features automatically at no additional cost. He also points to Postini's growing line of services such as Postini Encryption Manager™ and Postini Archive Manager™. “Postini really strives to keep pace with the industry and meet or anticipate customer needs,” he observes.

According to Hutter, the biggest advantages to using Postini come from its ability to improve employee productivity and to significantly reduce IT support calls and maintenance overhead.

“We've learned that a hosted service can provide many more benefits than in-house solutions,” he says. “With Postini, we don't have to worry about disk space problems, updating the software and filters, or investigating the latest spam and virus attacks. That means we can focus our time and effort on things that are important to the growth of the company.”



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## Postini Perimeter Manager Pays for Itself by Eliminating 200,000+ Unwanted Emails a Day and Preventing Directory Harvest Attacks

“The Postini email security and anti-spam service has paid for itself with direct IT staff labor and email infrastructure savings. And when you count the increase in productivity for our users, there is no doubt Postini has more than paid for itself.”

**Mark McKeen, Vice President of Information Technology, Jefferson-Pilot Communications**

### RESULTS AT A GLANCE

- Once the Postini service was activated, Exchange email queues dropped from 30,000 messages to little more than a dozen.
- McKeen reported that he has been able to reduce his email infrastructure by four servers.
- Add in the productivity gains for everyone in the company and Postini has more than paid for itself.

### THE PROBLEM

#### Anti-spam Appliance Fails to Stem Flood of Spam and Email Attacks

As a leading broadcast media company based in Greensboro, North Carolina, Jefferson-Pilot Communications Company (JPCC) depends on email communications as a critical business enabler. JPCC owns 17 radio stations in the nation’s top 50 markets, three television stations in the Southeastern U.S. and a TV production company. News, advertising, and sports operations at JPCC rely on email to provide timely information and to transfer audio files for radio commercials.

In late 2003, Mark McKeen, Vice President of Information Technology for JPCC noticed a marked increase in spam and unwanted email flooding JPCC’s email system. By early 2004, the volume of messages had skyrocketed, overloading JPCC’s email infrastructure and causing email queue delays of up to 45 minutes on some days.

“We were struggling with managing this enormous increase in email volume using an anti-spam appliance and adding multiple email servers to try and load balance the huge volume of traffic,” McKeen recalled. McKeen had to also cope with the side effects of the increasing spam and unwanted messages.

During a directory harvest attack, JPCC’s Microsoft Exchange server asynchronously creates non-delivery reports (NDRs) for all invalid addresses, which can number in the thousands or tens of thousands during a single attack. If, for example, a directory harvest attack makes 10,000 delivery attempts to an email system and only 100 turn out to be deliverable, the Exchange server will generate 9,900 non-delivery reports. These NDRs literally filled and often overloaded two outbound email servers.

“We came to realize that most of our NDRs were generated as a result of directory harvest attacks that attempted to steal or ‘harvest’ legitimate email addresses,” McKeen said. “On some days we might have 30,000 to 40,000 NDRs in the outbound queue, causing huge delays in email performance.”

“We were processing all this traffic internally with an anti-spam appliance,” McKeen emphasized, “and we were simply getting overwhelmed. It was like trying to drink from a fire hose.”

### THE SOLUTION

#### Postini’s Preemptive Email Security Service Puts IT and Users Back in Control

Determined to find a solution as quickly as possible, McKeen and his staff surveyed alternative solutions, consulting Gartner reports and analysts. Postini’s email security and management service stood out as a managed service that blocks spam and viruses and prevents directory harvest attacks at the SMTP level, before these email threats can ever reach JPCC’s email system.

“We were looking for a way to fight this war on someone else’s territory,” McKeen noted. “The whole idea of Postini keeping spam and viruses completely off our system was very appealing. We are committed to keeping our IT resources focused on growing revenue and shareholder value,” he explained. “If I can push the spam and junk email problem out to an expert like Postini, that’s a huge win for me and my staff.”

McKeen also appreciated the fact that Postini serviced a base of more than 3,500 customers, and he was impressed with Postini’s reliability backed by redundant data centers in two different geographic locations. He also liked how Postini provided a wide range of administrative flexibility for both IT staff and users.

“An in-house anti-spam solution doesn’t solve the problem of NDRs, directory harvest attacks or virus attacks.” I can’t imagine anyone who would want to try and manage spam and email threats internally...not when you’ve got Postini.”

Mark McKeen, Vice President  
of Information Technology,  
Jefferson-Pilot Communications

Through the Postini service, users can examine suspect or quarantined email via a web interface, control the aggressiveness of the message filtering beyond a standard set by the IT department, and manage their own white lists. “When I looked at the Postini user interface, it is just so simple and easy to use. I was sure our people could easily manage the options given to them.”

A 30-day free trial offer from Postini clinched the decision. He activated the Postini service initially for about 300 of his 1,000 users. The results were swift and dramatic.

### THE RESULTS

**Spam Eliminated. DHAs Prevented. Postini More Than Pays for Itself in IT Savings and Productivity Gains**

Once the Postini service was activated, McKeen saw his Exchange email queues drop from 30,000 messages to little more than a dozen. “We thought something was wrong at first,” he said. But he soon realized how well the Postini service was working.

McKeen also watched his email system peak volume fall from 220,000 messages a day to 13,000—much of it due to Postini’s ability to block directory harvest attacks that had been assaulting his servers about every 10 or 15 minutes. McKeen also observed that virus attacks declined nearly as dramatically.

The trial was so successful in restoring user productivity and email system performance that McKeen is converting all 1,000 users to the Postini service.

The bottom-line payback on the Postini service was just as dramatic. McKeen

reported that he has been able to reduce his email infrastructure by four servers. “When you also consider the staff time saved by not having to manage those four servers—the patching, tuning, service contracts, etc.—Postini has paid for itself just in terms of direct savings to our IT department,” he said. “Add in the productivity gains for everyone in the company and Postini has more than paid for itself.”

JPCC is discovering more advantages of the Postini service every day, according to McKeen. He cited several examples including making users more self-sufficient in managing their own emails, and more productive.

“Those users who have BlackBerry handhelds are now extremely happy,” McKeen noted. Prior to the Postini service, BlackBerry users at JPCC might get several hundred unwanted emails a day, making it nearly impossible to quickly identify and respond to important messages. Since Postini activation, these same users have seen their emails drop to only a couple of dozen legitimate messages.

While most JPCC users don’t carry a BlackBerry, nearly all have cell phones. The sales staff in particular uses the Postini capability to activate a wireless notification when they receive email from specific senders. This capability has proved to be especially beneficial when trying to close a deal with prospective customers.

Based on his Postini experience, McKeen is more convinced than ever that a managed service provides the optimum approach to email protection. “An in-house anti-spam solution doesn’t solve the problem of NDRs, directory harvest attacks or virus attacks,” he concluded. “I can’t imagine anyone who would want to try and manage spam and email threats internally...not when you’ve got Postini.”



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