

Retail Services

MEM Retail Marketing Services– MailDefender Case Study

“intY works quietly behind the scenes; no one knows its there”,

**Tony Jones,
Technical Director,
MEM Retail**

Customer

MEM Retail Marketing Services, Sunbury on Thames

Business Problem

- Previous server based solution was not blocking spam
- Interfering with employees work
- Using up valuable IT resources

Solution

intY MailDefender- Anti-virus Anti-spam

intY DeskDefender- Virus and spyware prevention, Intrusion prevention, Firewall

intY Exo Secure Appliance- Email Server, Internet Access controls, VPN

Benefits

- Spam virtually eliminated
- Hosted system leaves MEM's IT department free to deal with more pressing issues
- Simple to use and requires no maintenance
- Virus, phishing and malware threats removed

intY MailDefender, with DeskDefender and the Exo Secure Appliance, reduces spam and enhances network security for MEM Retail Marketing Services

The Problem

MEM Retail Marketing Services provide consumer brand management solutions and retail marketing services for distributors, agencies, retail chains and brand owners. They execute this through in-store merchandising, in-store promotions, leaflet drops, audits, mystery shoppers and trade fairs. They have 1,600 employees, of which 100 work from office PCs and remote laptops. Protecting their network is critical as it holds all of the live operational data for the hundreds of employees working out in the field.

MEM's previous anti-virus and anti-spam solution was not reducing the spam load. "It was terrible, and was letting through too much rubbish", explains Tony Jones, MEM Technical Director. Dealing with this amount of spam was affecting the productivity of the staff, including the MD, and taking up the valuable time of the IT Department.

The Solution

After investigating other solutions, MEM decided to use intY MailDefender, a hosted email solution that blocks 90% of spam and eliminates viruses and phishing. Users are given their own individual quarantined email box where spam is sent, so they can simply check themselves for legitimate email.

As well as this, MEM use intY DeskDefender as their corporate defence system to protect their online network of 50 office based users and 50 managers laptops. DeskDefender is a blend of anti virus and spyware plus intrusion prevention that provides complete desktop security, and is managed via a powerful online portal.

MEM use an intY Exo Secure Appliance for delivering external email securely to their MS Exchange Server. It gives a comprehensive way to manage and control internet access, while protecting their network from online threats. MEM use the Exo appliance to monitor all employee internet activity, log incoming mail, set up address lists and monitor outgoing emails. A white list has been set up to only allow access to approved websites. They use the integrated VPN to give their remote workers secure access to the company network, including for remote access via a VOIP system so senior management can communicate internationally.

The Benefits

intY Solutions have now been protecting MEM's network for 7 years. The biggest benefit to MEM has been MailDefender anti-spam as now 12,000 spam emails are blocked monthly, whereas previously only a handful of spam would have been blocked. "It works quietly behind the scenes, no one knows its there", commented Tony.

Tony no longer has to waste his time dealing with spam issues and can concentrate on strategic IT issues. "Using intY is simply more convenient for me", Tony explained, "it's now an indispensable part of our IT system".

About intY: intY provides secure Internet and e-mail communications. It was the first UK entrant into the managed Internet server market in early 1997 and is driven by the desire to deliver secure communications systems for all its customers - on their terms and without hassle. Due to the continuing heavy investment in R&D, intY Ltd is now a global leader in the managed Internet services market with products and services such as intY ExoServer, intY managed services and intY MailDefender. intY's growth is reflected by the fact that it is a Deloitte and Touche Fast 50 and Times Tech Track 500 company.