



IT Management Issue Alert

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As you clear out all those unwanted e-mails every day, have you ever stopped to think about the real cost impact on your business?

The Problem

A substantial proportion of e-mails sent to your IT System are likely to be unwanted or potentially damaging. In some cases, it can be as high as 70%. Unsolicited commercial e-mail, or UCE, usually referred to as “spam”, includes viruses, “phishing” scams and trojans designed to facilitate the propagation of spam through your system without your knowledge. Users of e-mail and the Internet are plagued by it every day. It takes time to remove the rubbish because you can’t afford to miss important messages.

The Causes

Internet and e-mail technology is the most inexpensive way of getting information in front of a wide range of people. As a result there is an explosion in the amount of junk e-mail being sent out and it takes real effort to remove the unwanted from the wanted. To be really effective, the filtering needs to be done by individuals at their own workstation as they are the only ones who know what is needed and what to discard.

The Solution

The answer from Active Technology is to tailor the latest software to filter out unwanted e-mails right down to the user level. The Active e-Gateway spam filter is easy to set up and requires no additional hardware. It provides a wide range of features including:-

- Detection of spam and virus infected e-mail
- Delivery of clean e-mail to your chosen server
- 5 different levels of protection
- Quarantine of e-mails suspected as spam
- Black-listing and white-listing of e-mail addresses down to individual user level
- Live detection statistics of your e-mail traffic

Low Cost

Compared to the cost of manual filtering, the price of protection using the Active Technology e-Gateway filter is very attractive. A six-user system costs just £66+VAT for set-up and £18.50+VAT per month thereafter.

Our Offer

Currently, we are offering a **FREE 30 day trial** to potential clients so that they can evaluate the real benefits of this solution. If you are interested in taking advantage of the **FREE** trial, please telephone direct on 01296 398 561 or send an e-mail to egateway@activetechnology.co.uk

The Example

John Champion of Active Technology recently had a brief chat about e-Gateway with Darren Plant, IT & Communications Manager, of TT Electronics based in Aylesbury. A while ago Darren entered into an evaluation of e-Gateway in an attempt to reduce the number of complaints from his internal customers. The statistics from a sample three months show that the e-mail traffic to TT Electronics contains 26% spam and 1% of e-mails contain viruses. The conversation went as follows:-

John "Darren, how many users of e-Gateway do you have in your company?"

Darren "Approximately 50."

John "How was spam affecting your company prior to installing e-Gateway?"

Darren "I was getting a lot of complaints from users and the volume was increasing. I spent a lot of my time trying to resolve those complaints. In fact it got to the point where I was getting complaints daily. I must have been spending around 10-15 minutes every day just setting up restrictions on Exchange. The problem with setting up restrictions is that I was fairly sure that important e-mails were starting to get blocked.

"We had one particular example where an employee was working from home and sending in legitimate e-mails to colleagues which were getting blocked. That's not good."

John "And how much time do you think your users were spending, on average, each day clearing out spam?"

Darren "I estimate it was taking at least 20 minutes every day for each user to sort through and clear out unwanted e-mails whilst taking care not to miss the ones they wanted to keep."

John "That works out at about 4.5% of their time every day - so in a group of 50 people this is equivalent to the time of **2.25** people being wasted every single day just dealing with the impact. Is that right?"

Darren "That sounds about right."

John "Darren, what do you think are the most important features of e-Gateway for TT Electronics and how do they benefit you?"

Darren "The most important thing for me is that it takes so little of my time to administer. Now I spend no time at all on a day to day basis looking after this product or getting involved in handling spam related complaints.

"Secondly, it was extremely easy to set up. I was quite amazed by that. I honestly thought that a product like this would need extra equipment but it didn't.

"And thirdly, the great thing is that legitimate e-mail is not getting blocked as far as I am aware because I'm getting no complaints from the users."

John "Great - so on a scale of 1-10 where 10 is the happiest - how happy are your internal users with e-Gateway?"

Darren "I've had no complaints so I would say 8/10."

John "And Darren, overall, how satisfied are you, personally, with e-Gateway as a product which has improved your company's operational efficiency?"

Darren "I would give it 9/10 overall."

John "Darren - thanks very much for your time today."

Comment:-

This success story at TT Electronics shows just how much time can be saved by investing in e-Gateway. Not only are the system users saving time but system administrators are saving time as well. Bearing in mind that most companies receive a much higher proportion of spam in their e-mails than TT Electronics – the savings can be even higher. In the example described above, the time saved by staff alone will reduce costs by approximately **£150 per DAY** for an outlay of just **£150 per MONTH**. And, that's not taking into account the time saved by the IT Manager.

This alert was downloaded from www.activetechnology.co.uk/egateway.