

# Death2Spam.

CASE STUDY | Client: Burnet Institute | Contact: Paul Stephens

# STILL GETTING SPAM?



You needn't. Someone's found a way to beat it.

**"IT staff implement new technology all the time and no one even notices. Death2Spam is the most noticeable change since the arrival of the internet. The feedback has been very good."**

– Paul Stephens, director IT services, Burnet Institute, Australia

Most spam filtering vendors make similar claims about accuracy. 95% filtering accuracy for some reason is supposed to be convincing. But with today's excessive spam volumes, 95% accuracy just isn't good enough, when a few percentage points translates to hundreds, or even thousands, of unwanted emails.

The additional tax on email users and corporate IT infrastructure is staggering. Filtering precision is the new playing field. And there's one vendor that leads the pack. Just ask the National Institute of Standards and Technology (a US federal agency and the worldwide gold standard for scientific measurement).

They will tell you that Death2Spam is the most accurate spam filter available, consistently maintaining 99.8% spam filtering accuracy. Too good to be true? Apparently not.

Paul Stephens, IT manager at Australian scientific research organisation Burnet Institute, says his organisation's Death2Spam spam filtering is consistently 99.8% accurate. By stopping spam before it enters his organisation, Stephens conservatively estimates that he will save his employer \$250,000 a year.

Amazing how seemingly small improvements in filtering accuracy translate to big bucks.

# Bending the Rules

What most worried Paul Stephens was the likely reaction he'd face when Burnet's 400-plus email users returned from Christmas to discover their gigabyte email account quota had been exceeded in their absence. As director IT services,

Stephens was increasingly frustrated by the inaccuracy of his rules-based spam filtering module. It wasn't doing the job and spam kept getting through, increasingly clogging Burnet's mail servers and distracting staff. Never mind the lurking security threat of spammers sniffing out vulnerabilities, and additional network and traffic costs.

With email traffic peaking at 285,000 emails a week,

Stephens wanted a better solution and dreamed of not having to see spam at all. If spam could be arrested before it entered the organisation his problem would be solved, he thought. The issue then became filtering accuracy. If you're going to block spam, aim to block as much as possible, but not at the expense of legitimate email.

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# Stop Spam Dead

Tipped off by another Burnet staff member, Stephens opted for the Death2Spam Managed Service, through which Burnet screens all incoming email. Rather than introduce yet more infrastructure to his IT environment, Stephens simply redirected Burnet's MX Record (an entry in a DNS table zone controlling where email is sent for a particular domain name) to the Death2Spam servers. Secure web access allows Burnet users to check their own filtering results and, if necessary, reclassify email. Stephens says the decentralised approach benefits busy IT departments and guarantees user feedback is reflected in ongoing filtering accuracy.

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Death2Spam quickly showed that 88% of Burnet's email traffic was spam. With filtering consistently maintained at 99.8% accuracy, the immediate impact on Burnet's mail server was measurable. The weekly volume of incoming email plummeted to 78,000 and a forecasted requirement for server load sharing was cancelled. However, more immediate cost savings were in staff productivity. Stephens conservatively estimates that Death2Spam will save Burnet \$250,000 annually in staff time, based on one hour per week, per staff member previously required to check individual 'spam' folders and adjust filtering rules. "Spam no longer gets through, so we're rapt," Stephens said.

## BIG WINS

### Productivity payback

- By blocking spam at the gateway Burnet conservatively estimates annual savings in staff productivity of \$250,000. "The biggest saving is not having to check spam folders. It's a valuable productivity saving," Stephens said, putting the annual figure at \$250,000.

### Easing the load on networks and servers

- The previous rules-based system let spam through the gateway. Spam email bounce-backs saw overall email volumes peak at 285,000 weekly emails. Burnet paid for the extra network traffic costs and its mail server was creaking. An upgrade looked likely. "We were worried about the load on our email server and were considering load balancing and a hardware upgrade. Now the server virtually twiddles its thumbs," Stephens said, pointing to just 78,000 weekly incoming emails

### Industry-beating precision

- Death2Spam has been recognised by the National Institute of Standards and Technology as the most accurate spam filter available. It uses a range of proprietary technology never before seen in the industry. "Burnet's spam filtering is consistently 99.8 percent accurate," Stephens said.

### Increased security

- Burnet now only accepts email from the Death2Spam server. The setup immediately screens out spammers attempting to connect directly to the Burnet mail server. "Spammers trying to see mail server vulnerabilities and other play-arounds have been stopped. Our security has increased," Stephens said.

### Zero footprint

- Burnet chose the Death2Spam Managed Service over site installation. Rather than introduce yet more infrastructure to its IT environment, Burnet simply redirected its MX Record (an entry in a DNS table zone controlling where email is sent for a particular domain name) to the Death2Spam servers. "I was converted to the idea of not having to see spam," Stephens said.