

# Death2Spam.

CASE STUDY

Client: Department of Conservation

Contact: Ken Walker

# EMAIL, WITHOUT SPAM.



## Who'd have thought!

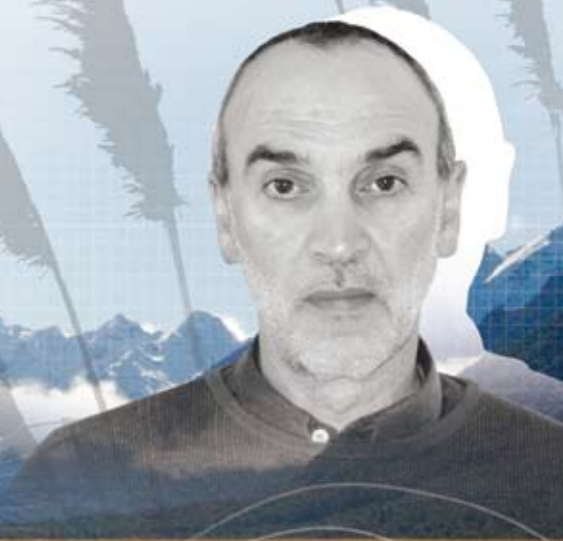
**"I was aware of a lot of spam filtering solutions – and experience told me that most of them weren't very good. That was until we tried Death2Spam. I sleep a lot better at nights now knowing that spam isn't getting inside the organisation any more."**

– Ken Walker, manager technology & outsourced services, Department of Conservation

The trouble with spam is that the people responsible for sending it are usually one step ahead of the vendors responsible for protecting email users from it. So spam keeps getting through. For most part, the problem lies with spam prevention technology that struggles against deviant spamming behaviour and bad guys that keep changing the rules. It's no wonder, then, that some IT managers have been driven to make blanket security decisions that end up interfering with legitimate email. A small price to pay, they'll tell you. So imagine the relief for IT managers when a certain vendor is able to outsmart the bad guys with email filtering software that makes spam a scourge of the past. Death2Spam. The name makes a big claim. The Department of Conservation says it's true.



Department of Conservation  
*Te Papa Atawhai*



Ken Walker - manager  
technology & outsourced services

# WHAT A HEADACHE

Ken Walker, DOC manager technology & outsourced services, wasn't sleeping well. Too much spam was getting into his organisation's 1600-plus mail accounts, unnecessarily exposing the government department to security threats and distracting users from real work.

MailMarshal anti-spam wasn't trapping everything DOC would have liked it to and Walker was frustrated that working the system almost required a fulltime administrator to manage user requests to block senders and manually improve rule catching.

"The bottleneck was in the process of getting things altered to block new threats. On a few occasions we had to panic," says Walker.

**"We [Department of Conservation] no longer think about spam - it's all managed for us".**

# WHAT A RELIEF

Frustrated, Walker looked for a better way. "I was aware of a lot of spam filtering solutions, but experience told me that most of them weren't very good," he says.

That was until he tried Death2Spam (D2S). Sceptical of the claims, he used the spam filtering service on one of DOC's most spammed public

email addresses, with its incumbent anti-spam system still running, for a whole month. "D2S won hands down," says Walker, who used the head-to-head trial as the basis for adopting D2S as the department's standard email filtering solution. Currently, D2S is correctly classifying and destroying all of DOC's email spam, which accounts for 63% percent of the department's incoming email. Before D2S's introduction the figure was 50%. Walker puts the superior detection rate down mostly to D2S's ability to accurately filter image email attachments.

## BIG WINS

### D2S delivers on its promise – it kills spam

- DOC is no longer contaminated by spam. D2S catches what was missed previously and accurately stops spam emails before they enter the corporate gateway. "Since we started using D2S I haven't received a single spam email," says Walker. "I sleep a lot better at nights now knowing that spam isn't getting inside the organisation any more."

### Zero footprint

- DOC chose the D2S managed service over a site installation. So rather than tending its own system, DOC opted for the simplicity of changing its MX record (an entry in a DNS table zone that controls where email is sent for a particular domain name) to route mail through the D2S filter. Immediately the headache of spam infiltration and systems administration disappeared. "We no longer think about spam – it's all managed for us," says Walker.

### D2S stays ahead of the bad guys

- D2S keeps winning the war on spam because it keeps learning. Using an AI technology layer called word-frequency-distribution, which compares patterns of words in incoming mail against a vast database of 'good', 'spam' and 'virus' emails, and inbuilt self-awareness that picks up on how other users deal with messages, D2S maintains 99.9% accuracy. "I like the fact that if on the rare occasion a new type of spam email appears, it is presented to the user as suspect and they can choose to confirm the suspicion, or not. The entire D2S "hive" of users learns from this single decision," says Walker.

### Getting rid of spam eases the load in all sorts of other places

- In arresting its spam problem DOC has freed up its IT administrator, lowered its security risk profile, lowered storage costs and improved the productivity of its staff – simply because they don't have to sift their email "I'm just glad we don't get it anymore," says Walker.