

**BLANK** LAW & TECHNOLOGY P.S.  
DIGITAL LEGAL INTEGRITY



## Hybrid Law Firm and Security Integrator Partners with Postini—Wins New Business with Postini’s Offline Message Filtering Service

“I’m very impressed by Postini’s willingness to take on special development projects; it speaks highly of their intellectual curiosity, technical competency, and willingness to consider the upside potential of new ideas.”

**Stephen Hughes, Director of Business Development for Blank Law & Technology P.S. and Head of TestudoData**

### RESELLER BACKGROUND

Based in Seattle, Washington, Blank Law and Technology, P.S. has built a reputation on developing sound and aggressive strategies to identify and protect intellectual property and trade secrets. A division of Blank Law and Technology, TestudoData is an information security integrator serving financial and insurance institutions, healthcare organizations, and small to medium businesses.

### BUSINESS CHALLENGES

The company has created a unique and profitable niche where technology meets jurisprudence. By fully integrating computer-engineering expertise into its law practice, it can offer unique electronic evidence services for litigation and investigations.

“We’re an old-school law firm with a distinctly digital bent,” declares Stephen Hughes, Director of Business Development for Blank Law & Technology. Hughes heads up TestudoData, which focuses on two critical business concerns: email and security. The systems integrator offers email security, hard drive backup, recovery and restoration, and compliance services for small to medium-sized organizations.

“We realized from our Electronic Document Investigation (EDI) work that email has overtaken the telephone as the number one form of remote communication for U.S. businesses,” explains Hughes. He and his staff daily face the reality of a world inundated with spam. They needed a partner with an effective perimeter security solution for their own and their clients’ networks.

### SELECTING POSTINI AS A BUSINESS PARTNER

Hughes knew that Postini had the proven profile for a successful email security partnership. Before joining Blank Law & Technology, Hughes had worked for Erado, a managed email security service provider and Postini competitor. He went head to head with Postini on dozens of deals.

“I knew from a competitor standpoint that Postini was an outstanding company with excellent products and very good customer service,” he says. Other law firms seem to share Hughes’ opinion: last year Postini nearly doubled its market share in the legal sector in the U.S.—from 20 to 36 percent—according to a 2004 AmLaw Tech Survey.

Hughes emphasizes Postini’s managed perimeter security solution is the ideal fit for TestudoData on several fronts:

#### Effective anti-spam and anti-virus solution:

Hughes said his customers immediately notice the change when activating Postini’s email protection service: one day inboxes fill with spam, the next day they don’t. Postini’s antivirus protection has also scored big with one of Hughes’ early subscribers, the Golden State Warriors. The professional basketball team’s business office had been hit by more than 200 viruses a day, but Postini was able to completely block these attacks.

#### Responsive customer service:

In this day of impersonal, computerized customer service, Hughes finds it a pleasure to work with a company like Postini that is willing to back its services with an experienced, talented support staff. As he observes, “When I call Postini’s customer service department, I reach a technician within 3 to 4 minutes and he or she is always able to answer my question

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or concern. That kind of response not only makes Postini look good, it makes me look good.”

**Advanced technology:** Hughes is impressed by Postini’s consistent leadership in perimeter security innovation. He points to Postini’s instant messaging (IM) protection, as part of its comprehensive Integrated Message Management Service. Postini Perimeter Manager® for IM is the world’s only multinetwork, enterprise-class managed security service for IM.

**Strong revenue potential:** Hughes views the email security service as an outstanding vehicle for building a profitable portfolio of small-to-mediumsized business clients. “By offering a top-notch service like Postini,” he explains, “we demonstrate a solid core competency with their most important use of the Internet—email. By gaining their confidence as a service provider we create opportunities for additional legal business in the future.”

### THE RESULTS/SALES SUCCESS

“Our success with Postini is a testament to their reseller relationship model. Postini gives us the freedom to manage the customers ourselves, but provides strong sales and technical support when needed,” Hughes says.

Recently the firm was appointed by the Federal bankruptcy court as a “special master”, charged with hosting litigation documents for a large civil class-action suit. It was Blank Law & Technology’s job to electronically index the documents and make them accessible to all parties involved in the litigation on a secure website.

Several years’ worth of archived email arrived in the first delivery. Hughes asked Postini’s enterprise services group if they would take on a project to scrub the files of spam collected with legitimate email. Postini engineers created offline message filtering tools that reduced 6 Gigabytes of messages down to 1 to 2 Gigabytes of legitimate email—a much more manageable level of data that Hughes’ staff could quickly index and post.

Hughes believes the offline message filtering service will become a successful new source of revenue for his firm and for Postini. He is confident that offline message filtering has opened the door for his firm to gain more class-action litigation business. “I’m very impressed by Postini’s willingness to take on special development projects; it speaks highly of their intellectual curiosity, technical competency, and willingness to consider the upside potential of new ideas,” states Hughes.

### ABOUT BLANK LAW & TECHNOLOGY P.S. AND TESTUDODATA

Blank Law & Technology successfully integrates the legal and technical characteristics of modern, complex litigation. The firm’s attorneys, engineers, and technicians combine experienced legal acumen with technical know-how to provide legal, technical, forensic, and logistical resources to their clients. Information Security integrator TestudoData is a division of Blank Law & Technology, P.S.

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### ABOUT POSTINI

As the leader in Integrated Message Management, Postini protects businesses from a wide range of email, instant messaging (IM) and web threats, provides message archiving and encryption, and enables the management and enforcement of enterprise policies to meet regulatory compliance requirements.

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