

## User-Customizable Filtering Tools—Complete Spam and Virus Blocking—Comprehensive Administrative Control



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**Bill Arey,**  
manager of messaging and authentication solutions and delivery, Air Products and Chemicals, Inc.

### Results at a Glance

- Eliminates spam
- Provides administrators and users flexibility
- Most effective solutions for eliminating email borne attacks

### The Problem

**‘One size fits all’ does not work with existing on-demand service**

As a Fortune 500 company, Air Products and Chemicals, Inc. serves clients in technology, energy, healthcare, and industrial markets worldwide, providing atmospheric gases, process and specialty gases, performance materials, and chemical intermediates. Headquartered in Allentown, Pennsylvania, the company has a global reach with regional offices in the United Kingdom, the Netherlands, Singapore, and Hong Kong.

Operating in more than 30 countries, Air Products relies on its email infrastructure to cost-effectively communicate with employees and clients. The company uses email to conduct daily activities, from receiving and verifying orders and staying in touch with sales staff and executives on the road, and conveying daily delivery tasks to its truck drivers.

The managed anti-spam service Air Products was using wasn’t keeping pace with the increasing volume and sophistication of junk email. “Each of our 18,000 email users has different email security needs,” explains Bill Arey, manager of messaging and authentication solutions and delivery for Air Products. “Some users receive hundreds of spam messages a day while others never receive spam. The supplier’s ‘one size fits all’ approach to spam blocking, unfortunately, did not permit our end-users to customize filters to fit their specific situation. We needed to switch to a cost-effective solution that would provide anti-spam and anti-virus protection and give our end-users easy-to-use, flexible tools to help manage their own email and release us from this administrative burden.”

### The Solution

**Postini eliminates spam, gives administrators and users flexibility**

In his search for a new solution, Arey reviewed industry articles and consulted with leading

research and analysis consulting firm Gartner.

Based on Gartner’s recommendations and his own research, Arey and his staff selected a number of anti-spam on-demand service providers, including MXLogic, Dimension Data, and Postini, to respond to a formal request for proposal (RFP).

“We wanted an on-demand service because we believe that an offsite email security solution is the best way to protect our bandwidth, servers, and internal resources,” said Arey. An on-demand service such as Postini, for example, blocks spam, viruses, phishing attempts, directory harvest attacks (DHAs), and denial of service (DoS) attacks before they reach corporate email gateways. This proactive defense substantially reduces exposure to email-borne threats, preserves bandwidth, mail server storage, and CPU cycles consumed by spam, and eases the administrative burden—all of which contribute to a lower cost of ownership compared to in-house software and appliance products.

During the RFP process, Arey and his staff participated in technical presentations and conducted in-house evaluations. During a web-based demonstration of Postini’s Email Security service, “We could see that Air Products could very easily add new domains, change server settings, or perform virtually any other task via Postini’s administrative web interface,” he recalled. Postini looked like a clear winner.

Next, Arey and his staff signed up for a 30-day free trial to thoroughly evaluate the effectiveness and flexibility of Postini’s Email Security service. Arey appreciated the fact that the trial set up and configuration required very little effort — just a simple modification to the company’s domain name system (DNS) mail exchange (MX) record to redirect Air Products messages through Postini data centers.

Postini’s patented technology processes email in real-time through a highly secure system architecture that operates with no detectable latency and no data loss. The technology eliminates

threats at the simple network management protocol (SNMP) connection point, filters content to remove or quarantine spam and suspect emails, and ensures instant delivery of legitimate emails.

Arey recalls, “Postini’s blatant spam blocking feature was an immediate success, reducing our mail volume by 60 %, and for many of our end-users, eliminating virtually all of their spam.” The adjustable feature automatically deletes messages that score high on Postini’s content filtering scoring system, reducing the volume of email sent to quarantine, and saving both administrators and end-users considerable time and effort.

Arey was also impressed with Postini’s support team. “Postini support technicians proved to be very responsive during our trial,” he notes. “We were confident that with Postini’s track record, the company would continue to support and improve its email security services.”

## The Results

### Users and administrators appreciate easy-to-use tools

Besides eliminating Air Products’ spam problems, Arey is pleased with the way that Postini’s on-demand service enables end-users to manage their own email through a convenient online Message Center. Users can view questionable emails in quarantine; set up lists of approved senders and domains for friends, associates, partners, and customers; block annoying emails and senders or ensure receipt of wanted mailings;

and even set up secondary email accounts—all within limits set by the email administrative staff.

Arey and his staff also value the ability to manage users and retrieve information through Postini’s web-based administrative interface. For example, administrators can manage an unlimited number of inbound or outbound message servers, create global or group user policies, and load balance mail servers. They can also retrieve a variety of real-time or in-depth daily and weekly message activity reports. In fact, the outbound message log that verifies when messages leave the company, a feature that initially did not seem too important, has become very useful to Arey.

“After implementing Postini’s Email Security service, we received many thank you emails from users who were delighted that they no longer had to spend time each day dealing with spam,” he states. “In fact, even now, months after we’ve implemented our Postini email security solution, I’m still getting kudos when people find out I’m with the messaging and authentication solutions group. And that’s amazing.”

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### About Postini

Postini, a wholly owned subsidiary of Google, is a global leader in on-demand communications security and compliance solutions that protects companies from internet-borne threats and risks of unmanaged communications; archives and encrypts selected message; and ensures that the web is used appropriately within your business.

### [www.postini.com](http://www.postini.com)

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