



Publisher Relies on Postini to Stop Spam and Viruses And Help Maintain Business Continuity with Email Spooling

“Postini always seems to be on top of the newest and latest tricks that spammers use. It’s nice to benefit from all the technology that Postini brings to bear in stopping spam and email threats.”

Beverly Hilton, Director of Infrastructure Services, Simon & Schuster

RESULTS AT A GLANCE

- Spam and viruses stopped before they reach company servers
- Users can customize filters, create approved senders and mailing lists, and set up quarantine limits
- Inbound email spooling helps provide business continuity

THE PROBLEM

In-house Anti-Spam Solution Expensive and Ineffective

Simon & Schuster, Inc. a well-known name in publishing, offers consumers worldwide a diverse range of quality books and multimedia products across a wide variety of genres and formats. The company serves as the publishing arm of media giant Viacom. A multifaceted-publishing house, Simon & Schuster produces more than 1600 fiction and nonfiction titles annually, distributed in over 100 countries.

The company has offices in Canada, the United Kingdom, and Australia, as well as along the U.S. Northeast coast—in New Jersey, Pennsylvania, New York, and Massachusetts.

Beverly Hilton, Director of Infrastructure Services for Simon & Schuster, considers email the company’s primary communications tool. Over 1,400 employees rely on email to communicate with each other as well as agents, authors, customers, the media, and production vendors. Email serves as a convenient record for everything from general business discussions to publishing instructions. Remote and traveling workers use email to stay in touch with their main offices, and email helps bridge time zone differences among corporate offices located half a world away.

Four years ago, Simon & Schuster’s communication lifeline was becoming dangerously clogged. Recalls Hilton, “Spam was inundating our employee inboxes and debilitating our business operations.” She had tried implementing an in-house spam filtering solution using Trend Micro’s ScanMail, but found it very costly to operate. The software ran on a UNIX platform which required an expensive technical support resource, and the separate hardware infrastructure was expensive to buy and maintain.

As spam and email threats increased in sophistication, it became more difficult to effectively block them. Just keeping the in-house anti-spam filters up to date was a daily grind, according to Hilton. The complaint calls mounted, and the messaging engineer was forced to spend more time maintaining, checking, and updating spam filters—the situation was frustrating, expensive, and ineffective.

THE SOLUTION

Postini’s Managed Service Rids Company of Email Garbage and Security Concerns

Hilton suspected that there had to be a specialized email security service out there that could do a better job. “I view spam elimination as ‘taking out the garbage’; it’s not flashy, but it’s important,” she says. She heard about Postini® and its email security managed service from one of her vendors and called immediately.

While some Simon & Schuster executives initially had reservations about a third party viewing corporate email, Hilton and her staff had done their homework. Hilton could assure her upper management that Postini’s unique pass-through processing system is fully automated. No manual examination is conducted on emails that pass through or are quarantined at Postini data centers without prior customer consent. “We control what content is filtered, Postini just blocks the email threats,” summarizes Hilton. She also liked the fact that Postini’s managed service was an affordable, predictable, annual expense.

After thoroughly exploring the benefits of Postini Perimeter Manager®, Hilton signed up a large group of her users for a free, 30-day no-risk trial. Setting up the service took only

“We were able to spool all our email through Postini with a simple change and start the email flowing again when we came back online. It was great.”

Beverly Hilton,
Director of Infrastructure
Services, Simon & Schuster

a few minutes to redirect the domain name service (DNS) mail exchange (MX) records. Once activated, Simon & Schuster’s email passed through Postini’s data center where threats were blocked, suspect messages quarantined for later examination, and legitimate messages delivered to users without delay, since Postini processes messages in real-time—literally within milliseconds.

Hilton notes that with Postini, end-user training was very minimal because its web interface was so clear and easy to use. Meanwhile, she and her staff evaluated the online administrative interface and functions. Her administrators walked through a web-based training session with a Postini technical support person and discovered that using the interface was basically a “no-brainer,” says Hilton.

THE RESULTS

Lower Total Cost of Ownership: No Hardware, Software, or Supports Costs

The results from activating Postini’s managed service were “immediate and outstanding,” according to Hilton. Junk mail was stopped before it could reach the company’s email gateway and the complaint calls from users disappeared.

Hilton and her staff have configured their environment to use the most aggressive spam and virus filter settings, but can give their creative, educated workforce the flexibility to manage their email security within corporate parameters. Users can customize filters, create approved senders and mailing lists, and set up quarantine limits. Employees no longer have to spend time wading through spam, and can tailor their own email settings within approved limits.

Hilton has also taken advantage of other Postini service benefits. “The ability to spool inbound email was a neat feature we didn’t initially realize we had,” she relates. “When we moved our data center we had to go offline for an extended period. We were able to spool all our email through Postini with a simple change and start the mail flowing again when we came back online. It was great.”

With Postini in place, Hilton no longer worries about taking out the email garbage, and the messaging resource can now devote his time to supporting other applications.

“The beautiful thing about Postini’s service is that they are the ones that have to keep the infrastructure, hardware, and software up to date,” Hilton notes. “Postini always seems to be on top of the newest and latest tricks that spammers use. It’s nice to benefit from all the technology that Postini brings to bear in stopping spam and email threats.”



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.

Corporate Headquarters

San Carlos, CA USA
Toll-free: 1-866-767-8461
Email: info@postini.com
www.postini.com

EMEA Headquarters

London, UK
Tel: +44 (0)20 7082 2000
Email: info_emea@postini.com

Asia Pacific Headquarters

Tokyo, Japan
Tel: +81 80 3089 7470
Email: info_apac@postini.com

© Copyright 2006 Postini, Inc. All rights reserved. SS22-01-0509

Postini, the Postini logo and Postini Perimeter Manager are registered trademarks or service marks of Postini, Inc. PREEMPT is a trademark of Postini, Inc. All other trademarks listed in this document are the property of their respective owners.