



SPAM EXPERTS®
SIMPLY SPAM FREE

CASE STUDY

HAWK HOST

EMAIL SECURITY IN THE CLOUD OR ON-PREMISES

INCOMING » OUTGOING » ARCHIVING

Local Cloud » SaaS Managed Email Security on your own premises
» Incoming & Outgoing Filter » 4-tier Control » API » Clusterable »
Synchronized » Scalable

Worldwide spam rate accounted for 69.6% of email flows in 2013, which represents a 2.5% decrease compared to the previous year. But this is not yet a reason to celebrate. At the same time, spammers have come up with some new tricks to bypass corporate spam filters, forcing antispam vendors, IT managers and consumers to step up their games. [Spiceworks: 2014 State of IT Budget Report](#) found that IT companies in North America plan to spend over 13% of their budget on security software. Webhosting providers undertake pro-active thinking by including professional spam filtering into their package, thus providing a fully secured email platform to their end clients.

To meet this demand, SpamExperts offers the most advanced email filtering and archiving system on the market, 100% tailored to webhosting providers. Its products are constantly developed in direct conversation with clients, and having their needs in mind.

Quick Read

Hawk Host is a shared, reseller, and VPS hosting provider that offers services from 6 international locations worldwide. Its primary focus is shared hosting, however email services are also a core of its business. Hawk Host has been in the hosting industry since 2004 and has clients from over 125 different countries.



Challenges

Within its webhosting and email services business, Hawk Host described two challenges: the increasing amount of spam not being effectively filtered by the standard solutions available and an increasing need to combat spam leaving its network.

Originally Hawk Host was using a combination of SpamAssassin and custom filters for both incoming and outgoing email filtering. The team was frustrated and expressed a need to find a more robust solution from a supplier who understands the needs of a webhosting provider. Having tried several other products, Hawk Host narrowed down the search to SpamExperts Local Cloud.

Customer profile

Company	Hawk Host
Location	Canada
Industry	Web Hosting
Number of Domains	5.000
Products in Use	Local Cloud, Incoming and Outgoing Filter
Website	www.hawkhost.com

Implementation

Criteria for choosing SpamExperts Local Cloud was the fact that it could be hosted on their own servers to maintain that control while still being able to offer clients a spam filtering solution superior to those of competitors. The easy and seamless installation of SpamExperts Local Cloud was the exact product they sought to be able to provide in their turn a very professional, reliable, customized and scalable out-of-the-box system that enabled end clients to save time and money. The incoming/outgoing email usage was evaluated and the clusters have been scaled up to accommodate the right number of filtering domains from the start.

Benefits

A fast growing webhosting company essentially needs updated filters that scale, cluster and offer reliable support. SpamExperts understood these exact needs and deployed the right spam filtering solution, advising Hawk Host team on the ideal hardware specification for the cluster, as well as the ideal software configuration on the servers. When Hawk Host began offering SpamExperts as part of their service, they immediately saw a reduction in the amount of incoming spam related support inquiries as well as an improvement in email delivery rates resulting in less support tickets regarding outgoing bounced email. With the outgoing filtering, Hawk Host has been able to start providing its users email delivery rates rarely experienced on a shared web hosting account. SpamExperts support team continues to be available and listen to the feed-back, to further improve the product and meet the client's needs.

Target Reached

Tony Baird, CEO of Hawk Host, explains: "SpamExperts helped address our issues with spam entering our servers as well as leaving them. This has led to an increase in customer satisfaction and a decrease in customer support inquiries. Our team is now able to focus on other aspects of our business now that email is taken care of."

Next steps

Contact us to discuss your email security needs!
sales@spamexperts.com

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