SPAM EXPERTS®
SIMPLY SPAM FREE

CASE STUDY
PICKAWEB LTD

EMAIL SECURITY IN THE CLOUD OR ON-PREMISES
INCOMING » OUTGOING » ARCHIVING

Hosted Cloud » SaaS Managed Email Security in the cloud »
Incoming & Outgoing Filters » 4-tier Control » API » Clusterable »
Synchronized » Scalable

Although often overlooked, outgoing spam is a threat which needs to be taken seriously, especially by webhosting companies and large organizations which want to safeguard their reputation and protect their IPs from being blacklisted. Companies must therefore implement aggressive, far-reaching protection to overcome major threats. The implementation of SpamExperts Outgoing Filtering services will protect users from sending out unwanted spam, securing network reputation. SpamExperts Email Security Services are available in the cloud or installed on the client's local hardware.

Quick Read

Pickaweb is one of the UK's longest established web hosting companies. Formed in 2000, they offer a full range of online services to UK SMEs, including domain names, web hosting, SSL certificates, Virtual Private Servers, Cloud Servers and Dedicated Servers.

For more information, please visit their website.

Challenges

Spam was a big issue for Pickaweb. First of all, it impacted customer satisfaction as clients experienced delays to their service due to server mail queues getting blocked. In turn, this started to take up too much support time, as the number of incidents such as chats, helpdesk tickets or phone calls increased.
Secondly, server blacklisting involved a high amount of work for their technical team to delist the IPs, as well as deal with unhappy customers who were experiencing deliverability issues.
Furthermore, the high spam level had a negative impact on the relationship with their customers.

"We tried alternative solutions but once we tried Spam Experts it was clear that we would be on top of Spam from now on. Before using SpamExperts, we were using open-source tools to identify spamming accounts as well as using MailChannels.

Customer profile

Company	Pickaweb
Location	London, England
Industry	Webhosting
Number of filtered domains	250 domains Incoming 15,000 domains Outgoing
Products in Use	Hosted Cloud, Incoming & Outgoing Filters
Website	www.pickaweb.co.uk

The issue was that we did not have the visibility or the support that we get from SpamExperts. Prior to discovering SpamExperts, our service was very reactive but now we can be proactive and address issues in real time before they manifest themselves as problems," pointed out Tony Messer.

Implementation

Pickaweb became a SpamExperts client in 2014. The web host initially chose to monitor all outgoing emails, because this was affecting their overall reputation as well as their efficiency. They currently use SpamExperts for outgoing filtering as well as for incoming filtering in the Hosted Cloud. Due to the SpamExperts reporting, the team is now able to spot spamming issues very early on in the process and take the necessary action. The Hosted Cloud solution offers a private fully managed filtering cluster with cloud redundancy spread over different continents and data centers.

"By being able to identify spam at source we can identify issues such as insecure scripts, out of date CMS, etc. This means that our overall infrastructure is more secure as we can manage these types of issues much more effectively. Being on top of spam means that we spend less time from a management perspective addressing these issues with our team and we can all focus on growing the business and offering exceptional levels of support," explained Tony Messer, Pickaweb Director.

Benefits

Switching to SpamExperts helped Pickaweb save valuable time, because they could directly and easily deal with the problem. Rather than reacting and fixing things retrospectively, they could be confident of nipping issues in the bud. This saves time from an operational and management perspective as well as increasing customer satisfaction.

"The SpamExperts Team is excellent. Really first class support! Always prompt, expert and friendly replies. We can tell that they are on top of their product and we trust them to help us resolve spam issues very quickly," clarified Messer.

Target Reached

"Spam is an unfortunate reality of life, but prior to using Spam Experts we were very reactive. As soon as we switched to SpamExperts we knew we were getting ahead of the problem. This means that rather than reacting, we could become proactive. This saves us many, many operational hours each month as well as management time. We can focus more on supporting our customers and developing our services rather than chasing around trying to locate the spam. SpamExperts also means that our customer satisfaction has increased significantly. Delivery fails and blacklisting are a thing of the past. So, in summary, Spam Experts has enabled us to get on top of spam, stop wasting valuable time and increased customer satisfaction. This all feeds into the bottom line; overall we are really impressed!" concluded Messer.

Next steps

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

Take a Free Trial to convince yourself of the quality!
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Check our solutions for Webhosts, ISPs & Telcos, Distributors and Resellers!
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