



SPAM EXPERTS®
SIMPLY SPAM FREE

CASE STUDY

DIGITAL PACIFIC

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

Despite the critical importance of data security, many webhosting providers still appear oblivious to the risks and fail to protect their email and network against viruses, malware and spam, as well as careless employees. Poor email security can literally ruin a webhost's trade. But how defenses against these threats are implemented will depend upon the circumstances and strategy of each webhosting business. SpamExperts provides email security solutions spanning all major email threats, specializing in Incoming Email Filtering (for spam and viruses protection), Outgoing Email Filtering (for IP reputation and blacklisting prevention) and Email Archiving (for back-up and compliance). As new email security requirements emerge, SpamExperts systems are automatically updated with new capabilities to ensure against new spam and viruses outbreaks. SpamExperts Email Security Services are available in the cloud or installed on the client's local hardware.

Quick Read

Digital Pacific is a carbon neutral Australian provider of quality and innovative web hosting solutions for individuals, small to medium-sized businesses and corporations. The company provides a range of scalable services including shared hosting, virtual private servers, dedicated servers and reseller hosting. With a team of highly skilled professionals across a variety of areas, Digital Pacific continues to grow towards being the market leader in Australia. Digital Pacific operates services in five Data Centres around the globe with primary services hosted in Sydney, Australia. Its state of the art technology and systems allow the confidence to fulfill a customer's most demanding requirements by maintaining the highest quality redundant network and hardware.

Challenges

In the last few years, Digital Pacific has relied on in-house developed tools to manage incoming and outgoing email on all its shared accounts. However, the company recognized that this approach was inadequate for a complex webhosting business. In particular, the spam management process was resource consuming, directly impacting end customers. Responding to spam incidents in a reactive fashion required rapid reaction to minimize the customer impact and became time consuming and costly. As a result, the search for an outsourced professional email filtering tool was launched.



Customer profile

Company	Digital Pacific
Location	Sydney, Australia
Industry	Web Hosting
Products in Use	Local Cloud, Incoming and Outgoing Filter
Website	http://www.digitalpacific.com.au/

Implementation

Digital Pacific team started to look for the right email filtering solution, and focused on reviews and recommendations from tech people and fellow webhosts. Attending the World Hosting Days event in Germany in March 2014, Digital Pacific met with SpamExperts representatives exhibiting at the event. That quickly led to a conversation with SpamExperts CTO who learned more about Digital Pacific's needs and, in particular, the looming resource usage challenges that lay ahead for Digital Pacific unless the right tool was chosen. Shortly after receiving the offer, SpamExperts became the most exciting spam filtering system to be implemented, as the cost savings and reduced resource consumption made it an easy purchase decision. Digital Pacific selected the SpamExperts Local Cloud as it was important for them to be able to host the entire infrastructure on their servers, thus ensuring rapid service response and controlling maintenance windows.

Benefits

Digital Pacific chose to deploy the services through a phased rollout, starting with all their shared accounts and have subsequently upgraded to a larger license, to roll out on reseller accounts shortly. The company is using both the incoming spam and virus filtering and the outgoing email filtering to secure IP and network reputation protection. The SpamExperts solution allows to offload resource consumption from production servers to a dedicated filtering solution, while providing comprehensive and proactive spam protection.

Six months after the initial deployment, Digital Pacific has identified a greater level of filtering accuracy when compared with the previous solution. The outgoing filtering made it easier to quickly identify and resolve spam incidents within their network.

Yet most of all, these benefits allow Digital Pacific to provide a better quality of service to their customers.

Target Reached

“The SpamExperts product allows us to proactively manage spam filtering for our customers with greater accuracy. At the same time, we were able to offload resource usage from our production server environment. This translates into decreased management costs stemming from high priority spam incidents, reduced resource load allowing greater server responsiveness and overall a better customer experience.”, says Andrew Koloadin, Founder & CEO of Digital Pacific.

Next steps

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

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