Symantec.cloud

B&H PHOTO

When you're the world's largest provider of professional video, audio, and photographic equipment and have a dominant presence on the Internet, you're bound to be a target for spammers and viral attacks. B&H is world renowned as the place to be for your entire photo, video, pro-audio and digital imaging needs.

Challenge

At B&H Photo, the problem of spam had reached epidemic proportions and was severely impacting day-to-day workplace productivity. Their attempts to solve the problem on their own by using a variety of spam prevention tools, firewalls, and other security measures did not stem the tens of thousands of spam messages that cascaded into their email servers each day.

B&H Photo faced an additional challenge in dealing with spam. Because the company places its highest priority on customer service, they didn't want a single legitimate customer's email message accidentally deleted or blocked as spam. As a result, they tasked employees with the job of searching through the thousands of 'junk emails' to separate the spam from legitimate customer messages. "Our customer centric philosophy was that we would rather have our employees spend two hours a day sorting through spam than have a customer's message deleted, "remarked the Director. However, this approach was not only extremely time consuming but proved to be ineffective since the tedious nature of the task resulted in employee errors so that several legitimate customer messages were accidentally still being deleted. This process of manually reviewing all emails made the company more vulnerable to virus threats.

"Out of over 300,000 email messages received each week, over 60% were spam, and a lot contained inappropriate video or image attachments. The problem was bogging down our network performance and diminishing our employee productivity."

Eli M.
Director of Quality Control
B&H Photo

Solution

As a result of his exposure to Symantec.Cloud, formerly MessageLabs, services at other companies, Eli recommended that B&H Photo implement Symantec MessageLabs Emai Anti-Virus.cloud and Symantec MessageLabs Email Anti-Spam.cloud as part of a system upgrade for their data center. "Over the many years that I have worked with [Symantec.Cloud], I've rarely seen them make a mistake, such as a spam message that got through their filters or a legitimate business email message that was accidentally misplaced. I knew in my heart and was very confident that the service would work to resolve the B&H spam problem."

B&H Photo implemented Symantec MessageLabs Email Anti-Spam.cloud, Symantec MessageLabs Email Anti-Virus.cloud, and Symantec Messagelabs Email Content Control.cloud services. By taking advantage of Symantec.cloud services, B&H Photo employees are more productive and the company is more competitive. The company can focus on its core business rather than managing email servers, its email service is far more reliable, and the company avoided spending about $100,000 per month on the email system.

Once the Symantec MessageLabs Email Anti-Spam.cloud service was implemented and turned on, the spam problem literally went away overnight at B&H Photo. "On the day it went live many of our employees were calling the company's internal IT help desk informing them that there must be something broken since they hadn't received a single piece of spam," said Eli. "Today we rarely get a spam message."

While solving the spam and virus problems, B&H Photo experienced additional benefits that the Symantec.cloud service provided. Surprisingly, the email security service was flexible and powerful with its content control capabilities. B&H Photo can filter email attachments based on file size, content type, and/or file extension, and can send all inappropriate files to another server folder for subsequent analysis, forwarding, or removal.

Keyword analysis, another feature of the service, is also an extremely powerful content filtering tool. It can identify important keywords, such as "help" or a profanity that customers use to

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forwarded to the proper department for review and resolution so that B&H Photo can maintain their trademark level of customer service.

"We literally obtain peace of mind from [Symantec.Cloud]. With the service, you have nothing to worry about. The filters that MessageLabs [now Symantec.cloud] provides us have saved us over $100K per month and over an additional million dollars a year in recouped productivity", indicated Eli.

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With Symantec.cloud managing email security, B&H Photo IT is free to focus on what it does best: customer service. It doesn't have to install security hardwareall over the country and constantly maintain and upgrade them. Nor does it have to employ specialized technical staff. As a nontechnical person, users can be added very easily using the online console. Symantec.cloud does not require as much technical know-how, so managing the email infrastructure is alot easier.

Results

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B&H Photo saw huge reductions in spam volumes, help desk calls, network bandwidth, archived spam messages, and employee complaints. The tens of thousands of spam messages that cascaded into their email servers each day were now gone. B&H Photo could protect their employees from inappropriate content. Overall, B&H Photo found network performance and employee productivity increase.

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SOLUTION AT A GLANCE

Solution

- Symantec MessageLabs Email Anti-Virus.cloud
- Symantec MessageLabs Email Anti-Spam.cloud
- Symantec Messagelabs Email Image Control.cloud
- Symantec MessageLabs Email Boundary Encryption.cloud
- Symantec MessageLabs Web Security.cloud

Business Requirements

- Improved reliability including, no false positives
- Minimize the time staff had to manage email and junk email
- More focus on core business, rather than IT expertise
- Cost avoidance and cost savings of email security

Business Value and Technical Benefits

- Quick and easy implementation
- Email service accuracy
- Service complements existing infrastructure
- Reliable service with continuous access and control
- Reduced network bandwidth and email storage requirements

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