

CASE STUDY

B&H Photo Is Able To Increase Its Office Productivity While Reducing The Time And Costs Of Resolving Frequent High-volume Spam Attacks

CUSTOMER PROFILE

Company	B&H Photo 
Location	New York, New York
Industry	<ul style="list-style-type: none">Professional Audio and Photographic equipment
Security Solutions	<ul style="list-style-type: none">Anti-SpamAnti-VirusContent Control Filtering Services
Benefits	<ul style="list-style-type: none">Increase Office Productivity

Article Summary:

By using MessageLabs Anti-Spam, Anti-Virus, and Content Control filtering services, a multi-billion dollar provider of professional audio and photographic equipment is able to increase its office productivity while reducing the time and costs of resolving frequent high-volume spam attacks.

The Situation:

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.

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.

“Out of over 300 thousand email messages received each week, over 60% were spam, and a lot contained inappropriate video or image attachments. In addition, friends of employees outside the company were sending and forwarding huge attachments filling up gigabytes of our email storage every week. The problem was bogging down our network performance and diminishing our employee productivity.” According to Eli M., B&H Photo's Director of Quality Control

B&H Photo also 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 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



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B&H Photo's Director of
Quality Control*

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 also made the company more vulnerable to virus threats.

The Solution:

As the result of his exposure to MessageLabs' services at other companies, Eli recommended that B&H Photo implement MessageLabs Anti-Spam and Anti-Virus as part of a system upgrade for their data center. “Over the many years that I have worked with MessageLabs, 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 MessageLabs Anti-Spam, Anti-Virus, and Content Control services. Once the MessageLabs 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.”

Additional Benefits

One of the additional benefits that B&H experienced with the MessageLabs' email security service was its flexible and powerful 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 MessageLabs system, is also an extremely powerful content filtering tool. It can identify important keywords — such as “help” or a profanity that customers use to express dissatisfaction with a product or service — and rather than automatically

delete these messages as other spam solutions might, the administrative functionality can mark them to be forwarded to the proper department for review and resolution so that B&H Photo can maintain their trademark level of customer service.

Summary

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

Several additional benefits that B&H Photo gained through the use of MessageLabs communications security services include:

- **Greater Productivity** – B&H Photo recouped many lost hours of employee productivity per day that otherwise would have been wasted either managing spam or policing online content.
- **Workplace Integrity** – MessageLabs Anti-Spam and Content Control services have allowed B&H Photo to maintain a professional work environment for their employees and minimize the amount of online distractions, upholding the highest level of employee commitment.
- **Administrative Control** – MessageLabs facilitates a high degree of administrative control, which allows B&H Photo to easily manage its security services by user, group, domain, or content type for all email users.
- **Message Verification** – Using the MessageLabs Content Control service, B&H Photo was able to distinguish between business email and spam messages so that legitimate customer problems and concerns could be quickly resolved.
- **Cost Reductions** – B&H Photo saw a dramatic increase in per employee productivity and a corresponding drop in operating costs saving their organization hundreds of thousands of dollars per month.

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