



## ***Do you know how dangerous and time-consuming spam can be?***

**Some history** - Spam is defined as the use of electronic messaging systems (typically email) to send unsolicited bulk messages indiscriminately. Spam is a vehicle used by criminals, hackers and then unwitting victims to distribute viruses or 'phish' for personal/financial information from you or your customer's data. Viruses are spread via spam and compromise individual computers... leading to compromised systems. When a computer becomes infected thanks to the opening of an unsolicited and dangerous email, it becomes a part of a 'botnet'. In information technology terms, a botnet is a collection of compromised computers (or bots) connected to the internet, that are used for malicious purposes. Once your systems have been compromised, they become 'zombies' - part of a larger network of 'bots that serve to propagate even more spam on unsuspecting victims... a nefarious cycle that can overwhelm your employees, your infrastructure and even tie up your IT support team.

**The Math** - Email systems and email users have been overwhelmed with spam over the last several years. Estimates say that spam makes up between 88% - 92% of all email sent. To put that in perspective, for one of our happy customers, our Connected Office Anti-Spam service blocked almost 2 million messages for their 89 employees last year - that is almost 22,500 messages per user. That is a lot of email messages to be processed by their email servers and evaluated by their employees. That also works out to **90 less email messages a day** for each employee to go through...

Even if an employee only takes 10 seconds to scan each piece of spam, it still adds up to every employee wasting at least 15 minutes a day (or 65 hours per employee per year). That is also a lot of potential on a daily basis for each employee to accidentally click on a link or download a virus that could cause significant harm to your IT infrastructure or your company's reputation.

**The Solution** - How do you ensure that your employees are not wasting their time sifting through thousands of messages of spam? The answer is **Connected Office Anti-Spam**. Our proven system accepts all of your email on your behalf and evaluates it based on industry best-practice rules and then only forwards legitimate messages to your users. We do the heavy lifting of processing those 22,500 messages per user and filtering out the spam, so your employees can focus on their jobs!

Simply put, **Connected Office Anti-Spam** delivers a powerful solution to **stop 99% of all spam before it reaches your inbox**. Our managed service provides you with a "hands-off" approach to managing your junk mail, while ensuring you receive valid messages. It empowers your employees to...

***...stay secure, stop sifting & be productive!***

## Connected Office Anti-Spam Features & Benefits

Our Connected Office Anti-Spam service scans each email sent to and from a registered domain. Each email will be assigned a weighted score (based on its analysis) and then either passed on to the end-user or held for review - determined by the user's preferred threshold. Once per day (or as many as otherwise configured) the end user will receive an email listing of all email held and can then authorize the release of any email. End-users also have the option to train the system on their specific tolerances for spam on an email-by-email basis by tagging email using a spam link at the bottom of each email delivered. Benefits include:

- **Prevents unwanted messages from reaching internal networks**
- **Removes unwanted load from mail systems**
- **Allows users to manage their own spam traps**

### Outbound Filtering

Filtering outgoing email helps an organization to protect the reputation of their domain (network). When spammers are successful in phishing attacks, they gain access to a users credentials. At that point they can take over the account and start sending spam through your network. The Utility Company's administrators can protect the reputation of your networks and prevent any potentially compromised computers from spewing out spam. Benefits include:

- **Prevents internal systems from sending out spam and harming others (i.e. customers or partners)**
- **Reduces the risk of being blacklisted (which damages your company's reputation or ability to do business)**
- **Provides auto-whitelisting feature - emails from predetermined (safe) domains are automatically accepted**

### Anti-Virus Protection

This service provides virus checking of each email passing through the system for a registered domain. If a virus is detected or if a message attachment cannot be scanned, the message and its attachments are permanently deleted. Benefits include:

- **Prevents viruses from reaching users**
- **Users won't unwittingly infect their system**
- **Reduces the chances of:**
  - **Infecting internal systems**
  - **Spreading viruses**
  - **Harboring a zombie system**

### Email Protection/Continuity

This service provides an automatic email failover where, in the event that the Customer's email server is unavailable, The Utility Company will accept email messages on the customer's behalf for 5 days (or more), and deliver those email messages to the customer when the email server become available again. Benefits include:

- **Accepts email messages on your behalf should your server become unavailable**
- **Prevents complete loss of email communications with clients**

## Business Case for CO Anti-Spam

Spam isn't a mere annoyance for businesses anymore. It's proliferation has made it a true threat that can cost your business in many different respects:

**Lost productivity** - According to Ferris Research, it costs approximately \$0.04 in employee time to delete a spam email. That may not sound like a lot but if you have 20 employees who each face 90 useless emails a day (as our customers average), it adds up to more than \$25,000 over the course of a year. And it's not just the end-users that are diverted away from productive work, it's any internal IT staff or even staff knowledgeable about email that get the "What should I do with this email?"-type questions and have to respond.

**IT costs** - Spam eats up your corporate bandwidth and your disk storage space. This means more unnecessary IT upgrades and costs. With the growth of spammers using attachments in efforts to bypass spam filters the bandwidth/storage "arms race" continues...

**Security breaches** - Email continues to be a popular delivery mechanism for malware. If your systems do succumb to a malware infection, your business will be faced with a potentially expensive clean-up operation. Phishing attempts, if successful, can also lead to the exposure of sensitive information - a particularly bad scenario if you lose customer data or invaluable intellectual property.

#### CONNECTED OFFICE ANTI-SPAM AVAILABLE OPTIONS

Connected Office Anti-Spam	✓
Email Protection/Continuity	Available
Anti-Virus	Available
Outbound Filtering	Available

The Utility Company is one of the only MSPAlliance-Accredited Master MSPs (Managed Service Providers) in North America.

As a Connected Office customer this means your technology & your data are entrusted to Accredited Technology Professionals.

