



MessageLabs®

Be certain



**FOR A BETTER WORLD**

## Visy

Visy, the world's largest privately owned packaging, paper and recycling company, began in 1948 in a tiny shop front in Melbourne as a family business with a homemade corrugator, a boiler and a single customer. Now, with major operating businesses in recycling, pulp and paper, displays and packaging, Visy employs 7000 people across Australia and New Zealand in 150 offices.

With 3,450 of its staff using email for urgent and business critical communications, securing this superhighway into the heart of the business's network and information is a key priority for the organisation.

MessageLabs managed email service has eliminated a debilitating and costly spam problem, safeguarding Visy from the risks it brings to business continuity, brand, loss of confidential information, legal exposure and failure to meet regulatory compliance. Not only is the network and data integrity and reliability upheld, but Visy customers and employees are also protected from malware, inappropriate content and privacy invasion. Visy's bottom line has also benefitted as employee productivity improves and the IT resource is freed from dealing with spam and its effect on the network.

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Michael Krull  
manager - infrastructure  
Visy

### Securing business communications

Three years ago, around 70 per cent of all Visy's incoming email was spam – wasting bandwidth, slowing the system, clogging inboxes and carrying a dangerous payload of malware including viruses, spyware, Trojans and harmful weblinks.

Attempting to tackle the epidemic with internally managed anti-virus software, the company discovered a false positive rate between one and two per cent, which represented thousands of business-related and customer communications incorrectly quarantined and delayed, and at risk of permanent deletion.

“Such an alarmingly large volume of legitimate email being blocked had a direct impact on the business,” said Michael Krull, manager – infrastructure at Visy. Moreover, dealing with this additional problem required substantial resources. “Each morning we needed to review every email that had been blocked by the spam filter, identify legitimate business emails and release them. The entire process was ineffective, resource intensive and ultimately unsustainable.”

### Powerful, accurate protection

Visy approached a number of system integrators to solve the problem. MessageLabs' low total cost of ownership combined with industry-leading service level agreements led to Visy outsourcing its email security to MessageLabs managed services. Three years later, spam and its costly repercussions are no longer a factor in Visy's business context.

MessageLabs proven multi-layered Email Anti-Spam Service prevents spam from reaching Visy's network, blocking it at the internet level and providing guaranteed protection from the threats spam presents. With unparalleled accuracy, the flow of legitimate email is unaffected, with a negligible false positive rate.

To complete Visy's protection from all email-borne attacks, MessageLabs managed Email Anti-Virus Service provides 100 per cent protection from viruses, worms and other forms of malware. “MessageLabs was the only online solution that could guarantee us 100 per cent protection from email viruses, and the only service that checks every single incoming email for harmful weblinks – where many of the newest threats lie,” said Michael Krull.

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## The importance of image to business reputation

Visy's corporate values focus on the people who enable the company to grow and serve its customers, and protecting employees by ensuring email and internet acceptable use policies comply with and support obscenity and harassment regulations is a priority for its IT department.

"MessageLabs image control service scans all incoming and outgoing emails and blocks any that contain unsuitable images," said Michael Krull. "We can customise the settings to meet our corporate policies and particular needs, and at the same time ensure our employees – as well as the business brand and reputation – are protected from misuse of the email system."

## Control of electronic communications at a controlled cost

As a managed service, MessageLabs' email protection solutions can be deployed with a minimum of time and fuss, with no hardware or software purchases, installation, upgrades or maintenance. Once deployed, it was a simple matter for Visy to customise the settings, management style and reporting details to meet its corporate requirements and provide total peace of mind.

"MessageLabs gives us the accurate technological power we were looking for, at a predictable and controlled cost," said Michael Krull. "It saves us the substantial costs of downtime and cleaning up after viruses and email-borne threats, and protects us from compliance and liability risks. Even the savings we now realise on the bandwidth, processing and storage of spam adds value to the business."

"The most direct impact on our business, however, has been the release of our valuable IT resource for more productive, business-focused tasks. MessageLabs has eliminated the costly, tedious and unreliable process of manually checking all blocked emails to release false positives, and has halved email-related Help Desk calls."

Visy has found that outsourcing email security to a managed service has restored users' confidence in the email system. "Spam and virus-charged emails can no longer enter our network, and business emails are successfully passed through," said Michael Krull. "MessageLabs has returned our email system to a reliable and secure communication channel."

## Solution at a Glance

### Business Drivers

- Spam comprising 70 percent of email received
- Reliance on email for secure, sensitive and business-critical communication
- Sorting and deleting spam impacting on productivity

### Technology Challenges

- High spam volume slowed system and wasted bandwidth
- Internally managed anti-spam appliance had high false positive rate
- Diversion of IT resources to unproductive tasks

### Solution

- MessageLabs Email Anti-Spam, Anti-Virus and Image Control Services

### Size of Organisation

- 7000 employees
- 3450 email users

### Business Value and Technical Benefits

- Guaranteed result of clean email inboxes
- Improved productivity for end-users and IT
- Secure and reliable communications
- False positive rate of only 0.0003%
- Seamless implementation, 'set and forget' service
- Lower total cost of ownership
- No maintenance or settings changes
- No hardware or software, complements existing infrastructure

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