

# Defending the Macromedia Employee Experience using Symantec Brightmail AntiSpam™

## Situation

Macromedia helps customers create and deliver great experiences through fixed media and online, and through portable and wireless devices. The company's online presence supports its position in every respect, with an award-winning Web site, a pioneering attitude toward new Web technologies like Weblogs and RSS feeds, and a rapid-response business model that relies on electronic communication. Email is deeply embedded in the day-to-day activities of Macromedia employees.

For any company, workplace spam is expensive, wasting message storage, IT resources and user productivity. And it's offensive and distracting to employees. But for a company like Macromedia focused on delivering a quality experience through digital media, spam is simply the opposite of everything the company is working to achieve. So when an onslaught of unsolicited bulk email—some of it pornographic—disrupted its own employees' at-work experience, the company responded quickly.

## Challenges

Macromedia maintains a high public profile. Popular brands like Flash, Dreamweaver and ColdFusion keep the company highly visible. And Macromedia encourages its employees to participate in the markets they serve through participation in standards organizations, online discussion groups and bulletin boards, publication of Weblogs and simply by staying accessible to customers.

It's a constant challenge to maintain that kind of visibility and accessibility while locking out spam. Spammers and their software agents scour the Web for email addresses to use or sell. Even individuals using best practices to avoid spam can find themselves on spammers' lists.

**Macromedia software helps millions of creative professionals deliver compelling experiences through electronic media.**

### The company:

- is an integral part of most Web users' experience – the company's Flash Player product is available on more than 98% of Internet browsers in use today
- is extending its customers' fixed-media and Internet experience into handheld and wireless devices and Web conferencing
- employs over 1,500 at its US headquarters and offices around the world
- believes "Experience Matters," that great experiences build great businesses

### The company's Information

#### Technology operations:

- maintain the company's award-winning Web site for the exchange of information, commerce and support with customers and partners
- support an active Business Intelligence data warehousing and reporting program that guides critical company operations
- manage, secure and protect more than seven terabytes of data every month

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Nearly 80% of all email volume consists of spam today. And its costs and risks are still growing, because:

- Spam's economic model still works - With a cost of distribution near zero and still little chance of arrest, the economics of spam can seem compelling
- Spam evolves - Spammers constantly try to work around new antispam laws, technologies and practices
- Spam is changing targets – With Internet Service Providers (ISPs) better-protected, spammers are turning their attention to enterprise email networks
- Spam is converging with other online crimes and nuisances – Spam is often a vector for “phishing” and identity theft, keystroke-logging and other spyware, virus recruitment of mass-mailing “bots” and the like – dangerous intrusions into corporate networks

Macromedia's growing volume of spam proved that their policy-based antispam solution was not keeping up with spammers' evasive measures. But even the protection they were getting came at a cost. First, the system demanded a great deal of IT upkeep, including maintenance of tag definitions down to the subject-line level, plus quarantine management. But worse, the solution's false-positive rate was unacceptably high as their solution was blocking legitimate business correspondence, creating even more headaches for IT.

### **Solution Design**

Macromedia decided to evaluate Symantec Brightmail AntiSpam, which puts spam, virus and content filters at a company's own email gateway. It then automatically updates the filters every ten minutes.

The information delivered to the filters comes from a patented spam detection network with operations on four continents. It includes:

- Over 20 different filtering technologies, such as signatures and heuristics unique to Symantec's solution
- Language-based filters, to block the growing volume of non-English-language spam
- Advanced antifraud filters to protect against phishing and email fraud – the fastest-growing component of the spam problem

## Defending the Macromedia Employee Experience using Symantec Brightmail AntiSpam™

Symantec Brightmail AntiSpam requires no administrative tuning or training of filters, yet supports customization to a company's unique requirements, such as:

- Customized policies for message markup or quarantine, applied to different groups of users
- Multiple quarantine options: Web-based for users or administrators, Exchange for Microsoft® Outlook® users.
- Company-wide filtering statistics for end-to-end visibility of performance and trends

Symantec Brightmail AntiSpam includes multiple spam technologies to help individual users fight spam, and content filtering to help administrators filter unwelcome content. Optional antivirus protection scans and cleans messages of viruses and worms for integrated protection.

### Implementation

A two-person team from Macromedia downloaded and installed the trial version on their own, with support as needed from a Field Engineer. Running Symantec Brightmail AntiSpam in a lab environment, Macromedia's team tested the solution, taking care to use an up-to-date sample of email and conditions as close to production as possible.

Filters, automated updates and customization features performed correctly in every respect. Both spam blocking and false positive rates were within the specified bands, and Symantec Brightmail AntiSpam was quickly scheduled to move into production.

### Results

Macromedia has been delighted with the results from their Symantec Brightmail AntiSpam solution. Overall, the solution has increased the spam catch rate from 20% to approximately 80% – raising productivity and reducing the burden on IT resources.

At the time of this writing, Symantec Brightmail AntiSpam is in its second successful year of deployment at Macromedia.

### Symantec Brightmail AntiSpam –

- Identifies 95% of spam for quarantine or deletion (Source: eWeek 2003)
- Maintains 99.9999% accuracy to minimize false positives (Source: Yankee Group Report 2004)
- Protects 300 million users worldwide – including nine of the top 12 US ISPs (Source: ISP-Planet)
- Filters 15% of the world's email: over 100 billion messages per month (Source: IDC)

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### More information

*Visit our Web site*

<http://enterprisesecurity.symantec.com>

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### *About Symantec*

Symantec is the global leader in information security providing a broad range of software, appliances and services designed to help individuals, small and mid-sized businesses, and large enterprises secure and manage their IT infrastructure. Symantec's Norton™ brand of products is the worldwide leader in consumer security and problem-solving solutions. Headquartered in Cupertino, California, Symantec has operations in 35 countries. More information is available at [www.symantec.com](http://www.symantec.com).

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