

# Symantec Brightmail AntiSpam™ Gives TelstraClear The Advantage In The War Against Spam

## Challenge

Although legislation prohibiting unsolicited email or spam is now in place around the world, the challenge of dealing with the continuing flood of spam remains. Spam can be defined in a multitude of ways and spammers use devious techniques to disguise their email addresses. Being geographically distant from other countries, New Zealand has one of the highest per capita rates of Internet usage. With that comes a major spam problem, with spam accounting for over 50 per cent of emails received in New Zealand.



Internet service providers like TelstraClear Limited continue to carry the burden for spam detection and prevention. New Zealand's second largest telecommunications company, TelstraClear was established in 2001 and provides Internet access with flexible bandwidth and speed options to 140,000 customers, ranging from consumers to high volume corporate businesses.

## Confronting the Spam Crisis

Towards the end of 2002, TelstraClear recognised that it faced an escalating spam problem. With average traffic of 15 million emails a week, spam was accounting for around 30 per cent of email stored on TelstraClear's servers and consuming additional IT resources.

Customers were also concerned, with spam complaints the leading cause of calls to TelstraClear's customer centre. While TelstraClear was filtering known spammers'

IP addresses at its firewall, this effort had become futile in combating the sophisticated rule evasion techniques deployed by spammers.

"We had to decide whether to provide antispam protection before spam reached customers, at the end-user desktop level," said TelstraClear's Web Marketing Manager Michael White. "However, dealing with the intricacies of different desktops would have led to high maintenance costs and customers would still be left with the burden of downloading and then having to delete unwanted mail." TelstraClear needed to give customers confidence that any enterprise antispam solution it adopted would only block spam at the messaging gateway and not affect legitimate emails. The company knew that too many legitimate emails blocked by mistake, known as false positives, would create serious time and productivity issues for customers.

**"It has effectively capped the spam crisis and significantly freed up system resources. The level of local commitment and support from the Symantec Brightmail AntiSpam sales engineering team has also been incredible."**

*Michael White, TelstraClear's Web Marketing Manager*

## Solution

### Symantec Brightmail AntiSpam Recognised as the World's Best

"TelstraClear went looking for the world's best antispam solution," said White. "This involved an extensive search, which included reviewing what other Internet Service Providers (ISPs) around the world were using." Twenty staff from across the organisation evaluated a number of antispam solutions, assessing their ability to handle large volumes of spam and exhibit low false positive rates and the solution provider's ability to offer a high level of support.

# Case Study

“Symantec Brightmail AntiSpam consistently stood out on all these fronts as the best performing spam blocking technology. Deployed by the largest ISPs around the world, Symantec Brightmail AntiSpam proved to be the most accurate, with a false positive rate of less than one false positive in every million messages identified as spam. It was also very scalable in its flexibility to manage spam. At the same time, Symantec AntiVirus™ at the email gateway offering would allow TelstraClear to protect customers from email viruses by detecting and cleaning them at the Internet gateway,” said White.

## 40,000 Traps to Catch Spammers

TelstraClear’s installation of the Symantec Brightmail AntiSpam solution was smooth and problem-free. “Customers are now protected from the surge in spam volumes as spam is automatically quarantined and doesn’t clog up their mail boxes,” said White. “Customers can easily check messages quarantined as spam by viewing their web mail folder. Spam is then automatically deleted after 30 days. “The Symantec Brightmail AntiSpam service has a 24 by 7 logistics function with staff focused solely on writing new rules to block spam. TelstraClear is continually updated with these new rules so our customers have the best level of protection at all times,” he said.

Symantec Brightmail AntiSpam has a patented Probe Network™, a collection of over two million decoy email accounts seeded on the Internet, which helps it to quickly identify new spam messages. TelstraClear initially contributed 10,000 probes which have now grown to 40,000, ensuring that New Zealand is well represented in detecting spammers.

## 62 Per Cent of Email Identified as Spam

Symantec Brightmail AntiSpam detected that spam accounted for 62 per cent of all email received by TelstraClear in December 2003, up 10 per cent from November. During the attack of the W32.Mydoom.A@mm virus, TelstraClear used the Symantec Brightmail AntiSpam blacklist feature to block mail identified as a Mydoom address. A staggering three million virus emails were blocked in three days.

TelstraClear offered customers a three month free trial of Symantec Brightmail AntiSpam through a heavily promoted national marketing campaign. After the initial trial, TelstraClear decided to make Symantec Brightmail AntiSpam protection available free to its entire customer base as a value-add. Not only did this give TelstraClear a competitive advantage as the first New Zealand ISPs to offer free antispam protection, but it alleviated the high billing expenses associated with administering a paid service.

## Gratification in Selecting Brightmail AntiSpam

The ultimate endorsement for Symantec Brightmail AntiSpam has been a dramatic fall in customer complaints about spam. Now, instead of addressing negative concerns, TelstraClear staff can now assist customers with more helpful issues such that will boost productivity. “Customers appreciate that their network productivity bandwidth is not being chewed up by downloading spam,” said White. “We have also received feedback from parents who now have greater peace of mind when letting their children read emails.”

According to White, the TelstraClear team has been delighted with the results of Symantec Brightmail AntiSpam. “It has effectively capped the spam crisis and significantly freed up system resources. The level of local commitment and support from Symantec Brightmail AntiSpam’s sales engineering team has also been incredible,” he said.

“The fact that we were first to market with Symantec Brightmail AntiSpam, and other New Zealand ISPs have since selected it, is further gratification that we made the right decision.”



WORLD HEADQUARTERS  
20330 Stevens Creek Blvd. Cupertino, CA 95014 U.S.A.  
Tel: +1.408.253.9600 Fax: +1.800.441.7234

ASIA PACIFIC REGIONAL OFFICES

Australia:	Tel: +61 2 8879 1000	Fax: +61 2 8879 1001
China:	Tel: +86 10 8518 3338	Fax: +86 10 8518 6928
Hong Kong:	Tel: +852 2528 6206	Fax: +852 2526 2646
India:	Tel: +91 22 2657 0658	Fax: +91 22 2657 0671
Korea:	Tel: +82 2 3420 8600	Fax: +82 2 3452 1610
Malaysia:	Tel: +60 3 2053 3500	Fax: +60 3 2053 3501
New Zealand:	Tel: +64 9 375 4100	Fax: +64 9 375 4101
Singapore:	Tel: +65 6 239 2000	Fax: +65 6 239 2001
Taiwan:	Tel: +886 2 8761 5800	Fax: +886 2 2742 2838

www.symantec.com  
Symantec has worldwide operations in 35 countries.  
For specific country offices and contact numbers please visit our Web site.