

# Xtra Confident With Symantec Brightmail AntiSpam™

## Challenge

As the growing deluge of spam creates frustration for customers and threatens the effectiveness of email as a communications medium, Internet service providers (ISPs) are coming under increasing pressure to provide an effective solution. Xtra Limited is New Zealand's largest ISP and a wholly owned subsidiary of Telecom, the nation's largest telecommunications company.



It is the most popular ISP in New Zealand, providing innovative Internet solutions to more than 500,000 customers. With around three million emails received each day, Xtra urgently needed an anti-spam solution to help its customers deal with unsolicited commercial email.

Neil McCallum, Product Manager for Messaging at Xtra, said the solution they chose had to provide customers with the tools to effectively deal with spam while ensuring reliable delivery of legitimate messages. "The worst thing we could possibly do is throw away a customer's important mail," said McCallum. "We needed a solution capable of identifying and removing spam while affording customers a high degree of flexibility and choice in the way they manage spam."

## Choosing a World Class Solution

After an intensive review of three solutions, Xtra decided to implement the Symantec Brightmail AntiSpam solution. "Symantec Brightmail AntiSpam offers superior spam management capabilities, delivering extremely few false positives while offering a high degree of scalability. At Xtra, we want to make sure customers have the best email protection out there, and we think Symantec Brightmail AntiSpam is the best," said McCallum. Having the industry's lowest false positive rates, Symantec Brightmail AntiSpam ensures that customers can be confident to delete spam.

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Another key differentiator for Xtra was the ability to integrate Symantec Brightmail AntiSpam easily with its mail platform to provide a seamless customer experience. Xtra offers Symantec Brightmail AntiSpam at no additional cost to its customers, offering a choice of three ways to manage spam:

- 1) Receive all email to the inbox with spam marked up with the word "[SPAM]" in the subject line.
- 2) Send spam emails directly into a spam folder, which, if customers use XtraMail, is automatically set up on their Web mail interface.
- 3) Delete spam automatically, which means it never enters the customer's inbox.

# Case Study

Symantec Brightmail AntiSpam updates rules for blocking spam every 10 minutes, 24 hours a day, seven days a week and transfers them to Xtra's mail servers to ensure accurate identification of spam. Xtra customers can also report emails they suspect as spam and send them to Symantec Brightmail AntiSpam for possible inclusion in the next rule update.

## The Results Speak for Themselves

Since implementing Symantec Brightmail AntiSpam, Xtra has identified that its average total spam email levels far exceeded its initial estimate of around 20 per cent. Spam actually accounted for almost 46 per cent of all inbound email, which for Xtra subscribers meant that almost 50 per cent of the email messages in their inboxes were spam.

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Xtra customers have on average experienced a reduction in spam emails of over 90 per cent, and over 80 per cent of customers who have changed their options have opted for spam to be deleted automatically.

A further benefit for Xtra has been the Symantec Brightmail AntiSpam low total cost of administration and contained technical support costs for the company.

## Xtra Customers Save Time and Money Canning Spam

After Symantec Brightmail AntiSpam was installed, Xtra's Customer Service Centre received immediate, overwhelmingly positive feedback from customers about the vast reduction in spam. There was also a 65 per cent drop in spam-related customer complaints.

While the exponential increase in spam makes it difficult to quantify actual savings the anti-spam solution delivers for Xtra customers and employees, McCallum says the increased productivity and greater availability of resources are invaluable.

“Xtra is committed to ensuring that the anti-spam solution we offer customers is world class,” said McCallum. “We continue to look to Symantec Brightmail AntiSpam to maintain superior effectiveness in mitigating spam and to keep us abreast of new spam management trends as they develop. We have enormous confidence in its ability to deliver on those counts.”

### 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

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