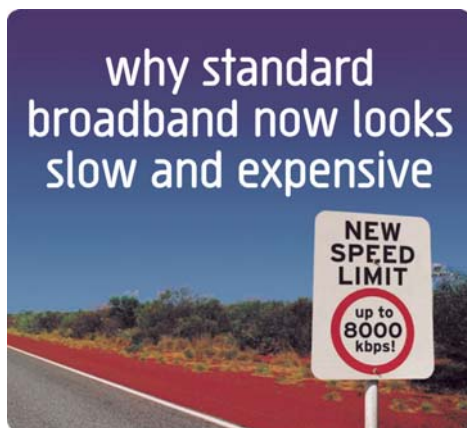


# Spam-free inboxes for iiNet customers thanks to Symantec Brightmail AntiSpam™

## Background Information

With all the advantages that email offers, there is an increasingly common threat that can affect the user experience – spam attacks. With current figures showing that 69 per cent of all internet email is spam, Internet Service Providers (ISPs) are under pressure to provide effective solutions to address the increasing levels of inappropriate messages flooding inboxes, which disrupt (and often offend) both businesses and individuals.



One ISP was prompted to take proactive measures to protect its customers from the threat of spam and to make the Internet experience more rewarding and enjoyable again. In doing so, it has become the first ISP in Australia to offer an all-in model, providing all existing and new customers with an award-winning antispam solution for free.

## Introduction to iiNet

iiNet, which offers a variety of Internet and communication services such as dial-up, broadband and phone, is one of Australia's Internet Service pioneers. Having started in a suburban garage in Perth, Western Australia in 1993, iiNet is now positioned as the third largest ISP in Australia following its February, 2005 acquisition of OzEmail. iiNet has over 620,000 customers with offices in Perth, Sydney, Melbourne and Auckland.

iiNet has a reputation for providing innovative and quality Internet products. It was the first company in Australia to introduce a flat rate dial-up Internet plan for the consumer, and first again with flat rate ADSL broadband plans.

With the ever increasing levels of spam flooding inboxes, iiNet felt it was its duty to offer protection to its customer

base throughout Australia and New Zealand, and to minimise the cost to its own business so it could continue to provide the good value service for which it is known.

## The Challenge

At the end of 2004, iiNet faced being left behind in the New Zealand marketplace, due to two of its competitors offering free antispam solutions to their customers.

At the same time, the company reviewed the status of the Australian marketplace where it became clear that while there was a free antispam service offered, it was not a premium-level service. At the same time spammers were becoming increasingly clever at getting past basic antispam filters. The growing importance and severity of the spam problem had also been highlighted by the government and industry groups' proposal for antispam legislation at the ISP level.

At this time, iiNet was providing its customers with an open source antispam product popular among ISPs. However, this basic solution was not proving effective – neither for iiNet nor for its customers.

“The main problem with this solution was that being open-source, it constantly needed updating,” commented Greg Bader, CTO at iiNet. “This meant that to get it operating at a reasonable level required time from our IT team which just wasn't an effective use of resources.”

With the problems and frustrations associated with the levels of spam becoming more prominent, iiNet wanted to step up its antispam offering and provide it free to all customers. With a lack of expertise and available resources internally, the company concluded that the responsibility for ensuring protection to its customers should be left to the experts.

“With spam becoming such a significant issue, it was time to outsource the management to people that could really handle it,” said Bader.

## The Solution

iiNet investigated various spam solutions. As part of its research into the range of available antispam solutions, iiNet spoke with other ISPs and looked at effective solutions globally. “When it came to quality software, Symantec Brightmail AntiSpam™ came up as the number one solution everywhere we turned,” said Greg Bader.

# Case Study

The solution selected by iiNet was Symantec Brightmail AntiSpam version 6.0, a high performance software solution that blocks spam at the Internet gateway. Symantec Brightmail AntiSpam catches over 95 per cent of spam\* with the industry's highest accuracy rate of 99.9999 per cent\*\* – meaning that only one in every million email messages has the chance of being incorrectly identified as spam.

**“In particular, we were impressed with the false positive rates and capture rate of the spam. Symantec Brightmail AntiSpam does exactly what it says it will and that’s what counts.”**

**Greg Bader, CTO at iiNet**

The trial process was fairly straightforward due to iiNet's decision that once extensive research had been conducted and the product selected, there was little need for additional testing. “We had already decided on the Symantec Brightmail AntiSpam solution,” commented Bader. “We had done the analysis, read the whitepapers, carried out industry research – and they all clearly pointed to a solution that consistently came out at the top. We knew it was the right choice.”

After a few expected integration issues, the performance of the solution exceeded iiNet's expectations. “In particular, we were impressed with the false positive rates and capture rate of the spam. Symantec Brightmail AntiSpam does exactly what it says it will and that's what counts.”

## The Benefits

iiNet found Symantec Brightmail AntiSpam easy to install and saw immediate benefits in many respects. As 60 per cent of the emails the company had been processing were spam, iiNet has seen a dramatic reduction in the volume of daily emails coming into the company's mail servers. This has already reduced the load on iiNet's back-end servers by 50 per cent.

“I can't praise the solution enough,” commented Bader. “The software extends the life of many of our current facilities which as a company with such a fast growth rate, is critical. As an example, by reducing the influx of emails

we have to handle, the processing engine requirements have been reduced, which in turn has resulted in increasing our storage life-span now that we have less emails to store.

“iiNet is far more comfortable with the level of protection offered to its customers since the introduction of the Symantec Brightmail AntiSpam solution. We've had very positive customer feedback and a noticeable drop in the call centre load since implementing the software,” explained Bader.

“In addition, having such a strong filter in place has increased the usability of the service. For example, parents are not afraid to let their children use their email for fear of inappropriate material being displayed. It's put email back at a usable level, as it was intended.

“The purchase of this solution is one of the best decisions we've made. It has been one of the most painless implementations we've ever had.”

As iiNet continues to fine-tune the solution, further benefits are anticipated.

## Conclusion

By offering new and existing iiNet customers an award-winning antispam solution, free of charge, iiNet has revolutionised the market in Australia.

“There is a perception shift in how ISPs consider their role with regard to protecting their customers,” commented Bader. “What we are offering here to the local market is already happening in Europe and the U.S. We hope that by being the first ISP in Australia to offer a quality filtering solution such as Symantec Brightmail AntiSpam at no extra charge to our customers, others will also take on the responsibility of absorbing the cost of providing high quality antispam solutions to their customer base.”

\*eWeek, September 2003

\*\*Yankee Group, 2004



**connect better**

### 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](http://www.symantec.com)

Symantec has worldwide operations in 35 countries.

For specific country offices and contact numbers please visit our Web site.