



“Our users were beyond elated when we deployed, the spam disappeared and they were finally able to control the email messages they received.”

Charlie Elia
VP, Information Systems, PMA Insurance Group

SITUATION

PMA Companies provide specialized risk management solutions to customers throughout the United States, and include the operating subsidiaries of The PMA Insurance Group, PMA Management Corp., PMA Management Corp of New England and Midlands Management Corporation. With a service based culture and PMA employees dedicated to delivering tangible value for clients, effective communications is a crucial element of the company's business strategy. PMA employees rely heavily on email to interface with clients as well as colleagues.

Charlie Elia, Vice President of Information Systems at PMA, considers “email to be our number one application, and email security, a top IT priority.” Prior to implementing Sendio's email protection solution, “PMA had two systems in place, neither of which were completely doing the job. Even with multiple security layers, a high volume of spam was still coming through, and end-users were continually struggling with false positives, which no amount of IT time was able to stop.”

Both solutions in place were filter-based, and had created a false-positive problem that was a growing concern for PMA's IT department. When legitimate emails were blocked by one of the filters as spam, end-users were not able to receive these messages. This was occurring throughout the company. Business users were negatively impacted, as was the IT department.

SOLUTION

In an effort to increase the security of their email infrastructure, and to eliminate their false positive problem, PMA implemented Sendio email system protection. For Elia, “the Sendio solution was compelling. It was a differentiated technology with a different approach to solving our email issues. Sendio offered us a much better alternative than the tools we were using, and would give our end-users the ability to take control of their inboxes while ensuring they were also secure.”

“From an IT perspective, our primary concern is to provide PMA with an effective and efficient infrastructure to enable profitable business - Sendio was a solution that fit in line with this focus,” according to Elia. Sendio utilizes Contact Checking, not content scanning, to block spam and eliminate false-positives. Believing that people, not filters, should choose who they interact with, Sendio aims to ensure delivery of all clean messages and protection from email borne attacks.

As the only enterprise Contact Checking solution on the market, Sendio offers a unique and effective approach to email security. In addition, the solution is deployed as a hardware device that prevents spam from reaching corporate servers and acts as a protective buffer for an organization's email infrastructure, freeing up valuable network bandwidth.

RESULTS

Prior to implementing Sendio, PMA's primary spam queue held an average of 15% of the messages received on a daily basis (roughly 120,000 messages). During pilot testing, using only a subset of the Sendio features, this number was reduced to 2.5% total e-mail volume (roughly 20,000 messages). Upon full implementation of the Sendio Contact Checking solution, this figure continued to drop and spam disappeared.

Once deployed, “Sendio's solution solved the false-positive problem and eliminated the spam, freeing up a considerable amount of network bandwidth.” These results allowed Elia to “simplify the network's infrastructure, eliminating both of the previous e-mail security solutions that were in place and four on site servers.”

Sendio also reduced the amount of time the IT team spent monthly managing email related help-desk requests from 9% to .5% of their time. Elia has “seen a significant return on investment in terms of time and additional network bandwidth, but ultimately, the decision to go with Sendio was about the quality of the solution and the viability of the technology - it was really able to meet the needs of our organization.”