



“Sendio actually solves the problem ... and has already paid for itself just in the time it has saved us.”

Terrell Johnson  
Senior System Administrator, Sunsweet Growers Inc.

## SITUATION

Sunsweet Growers Inc. is the world's largest handler of dried tree fruits. The organization has 250 email users, supported by an IT department of 6, who rely on email as a source of orders, a way to maintain relationships with foreign customers, and a tool for ongoing communications internally and externally.

Sunsweet uses the Novell GroupWise collaboration software and, prior to implementing Sendio, used the GWAVA email security add-on. The GWAVA software was creating a number of problems for the organization. Terrell Johnson, Senior Systems Administrator at Sunsweet, was spending between 4 and 8 hours per week (twenty-five man hours monthly) managing the system and was frustrated with the amount of time required to maintain any level of effectiveness.

“At its core, the GWAVA software was a Bayesian filter that relied on us to ‘teach’ it what was ‘bad’ and what wasn’t,” says Johnson. “We had to feed its blacklists and whitelists manually, and tag messages as either ‘spam’ or ‘ham’ in the hopes that the system would know the next time what should be delivered. It was a time consuming guessing game that was always one step behind the curve.”

Company-wide, Sunsweet was receiving roughly 36,000 emails per day, and approximately ninety-three percent of these messages were non-business-related “junk.” While a majority of invalid messages were blocked from reaching user inboxes, some users were receiving upwards of 100 spam messages daily.

## SOLUTION

“Our President made the decision to investigate other email security options,” says Johnson. “He was being hit with a ridiculous amount of spam and recognized it as the time sink that it was. And from an IT perspective, we were more than ready to make the switch to something that would really work.”

Johnson researched alternatives and came to the conclusion that any “filter” would create the same problems they were currently experiencing. He began looking for a solution that took a completely different approach, and discovered Sendio.

Johnson's criteria for a new solution: it had to fit with their current Novell GroupWise environment, it couldn't require any changes to their email infrastructure, and it should provide real email protection. What intrigued him about Sendio was that the technology allows organizations to create their own unique self-managing email “communities” automatically. Communities are organized the day Sendio is deployed, evolve continually without day-to-day administration and give individual users the control to decide on additions and exclusions to their personal communities when desired.

## RESULTS

Now that Sendio is installed, Sunsweet's mail server receives an average of less than 2,500 messages per day - all of which are legitimate. The 33,500 invalid emails daily are now eliminated by Sendio. Besides stopping the abusive messages, the addition of Sendio has dramatically reduced the processing load on the GroupWise server, increasing its performance, and providing a significant bandwidth savings for the company.

“We implemented Sendio in a two-part roll-out,” says Johnson. “Initially, we went live with a subset of features, enabling SilverListing, anti-virus, and all inbound and outbound message processing. This alone provided junk mail blocking that was more effective than the system previously in place.”

Prior to enabling the complete Sender Validation features, Sunsweet chose to build their email community over a period of weeks via outbound message processing and contact import. When they did launch their second phase, each user's personal email community was pre-populated and “spam disappeared completely.”

“I'm extremely happy with Sendio,” says Johnson. “It's easy to administer, easy to update, and actually solves the problem it's meant to. It's already paid for itself just in the time it has saved us, and I'm free to work on other projects now!”