



**“Today, many technology solutions are a lot of hype and little substance. Sendio is the complete opposite; it consistently and quietly does its job.”**

Daniel Denne  
IT Director, Caroselli Beachler McTiernan & Conboy, LLC.

## SITUATION

Caroselli Beachler McTiernan & Conboy, LLC. is a Pennsylvania-based law firm with offices in Pittsburgh and Philadelphia. A staff of 55 includes 1 dedicated IT person.

The firm specializes in matters of workers' compensation, personal injury, medical malpractice and social security, where constant communication, often 7 days a week, is an absolute necessity within day-to-day operations. There is no room for email down-time, clogged inboxes, or, most importantly, lost messages, in this equation.

To protect their Microsoft Exchange server and limit email abuse, the firm was running content filtering software from GFI which scanned the body of all incoming email in an attempt to classify each message as “good” or “bad” based on an large body of rules that required constant maintenance. Unfortunately, the GFI software allowed an average of 5 to 10 abusive junk email messages through per hour per user, while ushering some legitimate messages into holding areas rather than inboxes. The junk email was annoying and risky, but the lost messages were an enormous problem.

Each of these lost messages had to be manually released by an administrator, frustrating staff and introducing delays to client communications. To mitigate this particular problem, IT Manager Daniel Denne elected to either turn off or “loosen” many of the GFI features.

“But of course, the result was more spam,” said Denne. “At its worst, there were times when an entire day was spent combating spam. It really felt like a no-win situation.”

## SOLUTION

“Ultimately, the biggest issue for us was how little control our staff had over the email accounts – everything required administrator intervention,” said Denne. “We operate at a pretty fast pace and this wasn’t a good fit with our environment.”

Denne began looking into alternative systems, and ultimately focused on Sendio. The fact that Sendio allowed users to interact with the system themselves when required appealed to Denne, since “it would allow me to remove the administrator as a barrier to email delivery.”

The firm elected to implement a Sendio appliance. Rather than filter messages based on analyzing message text (the content), Sendio filters messages based on the “reputation” of the email sender. Known senders who are already on the organization’s whitelist have a “perfect” reputation and their messages are immediately delivered, while new senders are given the opportunity to be automatically added to the whitelist after verifying that the email originates from a valid sending mail server and domain. In addition, an end-user interface allows staff members to easily view their personal whitelists, “train” the system to understand what newsletters and other broadcasts to accept, and add new email senders and drop abusive ones, thereby streamlining the client communications process for both Denne and end-users.

## RESULTS

“The Sendio system has virtually eliminated our spam problem,” said Denne, but without the lost email issues.

According to Denne, staff members collectively receive less than a dozen unwanted email messages per month, versus the hundreds previously, and IT time spent managing the solution is essentially zero.

And both Denne and staff members rest easy knowing every clean message sent from a client, partner or colleague will reach its destination – no administrator interference required.

“Today, many technology solutions are a lot of hype and little substance,” said Denne. “Sendio is the complete opposite; it consistently and quietly does its job.”