

90% Reduction in Emails Received

"It used to be that I'd be hit by email after email while servicing clients. I couldn't afford to miss an important email, so I had to keep checking, but the interruptions really slowed me down. After we started using Sendio, though, the only emails I got were the important ones I was looking for. I went from getting 200 emails a day to 20."

—Jamie Stapleton, CBSi CEO



THE CLIENT

CBSi—Computer Business Solutions Inc.—has been providing technology solutions to clients since 1989. Everyone at CBSi has a degree in computer science and is dedicated to serving their Virginia-area clients.



THE CHALLENGE

Jamie Stapleton, CEO of CBSi, says he and his team were inundated with email: ***"We would get close to 200 emails a day, but we only really cared about 20. We knew we had to find a way to deal with our email problem or we'd get buried under it."***

And to make things more complicated, much of Jamie's team spends their day on-the-go. Their phones are their main email interface. The quantity of unwanted emails they were receiving was a nuisance to deal with at a desk, but even more difficult on their phones.



THE GOAL

More than anything else, Jamie wanted relief for himself and everyone else at CBSi. Their work is technical and complicated, so it's important for them to be able to focus on their work. As it stood, however, emails were getting in the way of productivity. But they couldn't just turn them off. They needed to be readily available and responsive to their clients and prospects.

CBSi needed a solution that would stop both SPAM and unwanted mail from ever making it into inboxes.

How It Works

If Jamie has ever emailed an email sender before or added that person to his email community, that email will go straight to his inbox. If he hasn't, the sender receives a confirmation email—called the Sender Address Verification—as soon as they send their email to Jamie. Once they verify that they are a human and not a machine, the email gets immediately passed to Jamie's inbox.

Machine generated emails and messages from senders that didn't verify their address get sent to Jamie once a day to review. It's all available to him—but he reads them when he's ready to read them.



THE SOLUTION

Sendio's Email Security Gateway™ and Opt-Inbox™ were able to keep spam out and eliminate CBSi's email overload. Email Security Gateway™ kept their inboxes safe and free from malicious email while Opt-Inbox™ eliminated all of the unwanted email they were receiving.

*"It used to be that I'd be hit by email after email while servicing clients," said Jamie. "I couldn't afford to miss an important email, so I had to keep checking, but the interruptions really slowed me down. After we started using Sendio, though, the only emails I got were the important ones I was looking for. **I went from getting 200 emails a day to 20.**"*

The reason Sendio's system worked so well for Jamie is because he was able to decide which emails were important enough for him to read now and which he wanted to read later.

"There are four different kinds of emails," said Jamie. "Every email is either urgent or non-urgent and important or unimportant. A lot of my machine generated email is important – it's just not urgent. The only emails I want coming straight to my inbox are the emails that are important and urgent."

Sendio empowered Jamie and his team to have that kind of control over their inboxes.

Urgency	High	Urgent, Not Important	Urgent, Important
	Low	Not Urgent, Not Important	Not Urgent, Important
		Low	High
		Importance	



THE RESULT

Because of Opt-Inbox™, Jamie's team receives **90% fewer emails but still gets 100% of the emails that matter.**

How can you tell Jamie really believes in Sendio? He recommends and provides it to his clients: *"It's essential for me to maintain the trust of my clients, and I recommend and provide Sendio to them because I know it will make it easier for them to use email and conduct business."*

