



Case Study

Genesys Profile

ORGANIZATION

Genesys Conferencing

INDUSTRY

Conferencing Services

EMPLOYEES

1,000 in 39 locations

SOLUTION

MX Logic® Email Defense Service

BUSINESS RESULTS

- Stops email threats from entering network
- Eliminates spam, viruses and worms
- Saves staff time, improves productivity
- Maximizes system performance

"MX LOGIC PROVIDES A COST-EFFECTIVE, MULTI-LAYERED DEFENSE AGAINST SPAM AND VIRUSES FOR OUR INTERNET

GATEWAYS."

– John Falk,
Director, Global
Infrastructure
Genesys
Conferencing

MX Logic® Email Defense Service centralizes protection for global conferencing leader

CUSTOMER PROFILE

Genesys Conferencing is a global leader in integrated multimedia solutions, providing a full range of practical and innovative real-time collaboration and conferencing services. The company provides integrated Web, voice and video conferencing services to over 500,000 users worldwide, including users at nearly 200 of the Global Fortune 500 companies.

BUSINESS SITUATION

It took spammers some time to find Genesys Conferencing. John Falk, director of global infrastructure for Genesys, speculates that the company's multiple domains and 39 offices in 24 countries had a lot to do with this delay.

"Our spam problem began insignificantly about five years ago, but grew to become rampant throughout the organization," Falk says. "The increased traffic from spam began impacting the load on our email servers – and we started receiving complaints from employees about the spam flowing in."

At that time, Genesys' only email threat solution was an F-Secure antivirus package hosted on the Genesys mail servers and desktops. Falk and his global infrastructure team began searching for a flexible, cost-effective solution that would reduce or eliminate spam. "What I really wanted was a hardware device that we could manage ourselves," Falk says. "I'm not a fan of outsourcing, so I pushed to find hardware or software solutions for our own gateways."

Falk and his team researched several hardware appliances for spam control. And yet, the more they looked into hardware and software solutions, the more challenging these options became. "One of our biggest problems is our diversity. We've built redundant ways for email to come in, so that if one goes down, everybody still gets email," Falk says. "I started realizing that if we purchased a point solution, we'd have to install it in three locations – and if end users wanted to find out if they had spam, three different spam gateways would be a problem."

Falk also realized that installing updates to a point solution could be very expensive. Even worse, a point solution would require spam to enter the Genesys infrastructure before being processed. This would increase email traffic and expose the company to email threats such as viruses and worms.

Despite his initial intention to purchase an appliance or software solution, Falk determined that an outsourced solution would be the most efficient and cost effective. "We realized that if we purchased an appliance or software solution, we'd have to manage, update and fix it if it broke," he explains. "With an outsourced solution, you can set it and forget it."



Goal	Before MX Logic	After MX Logic	Result
Find cost-efficient and effective way to remove spam and other email threats before they enter network infrastructure.	Genesys experienced gradual increases in spam, which grew into a rampant problem over a five-year period.	MX Logic's Email Defense Service stops more than 99% of spam before it enters Genesys' network.	Reduces the costs associated with email threats, relieves drain on IT resources, increases employee productivity.
Provide multi-layered approach to virus protection.	Viruses and worms entered the Genesys network; the company had to wait for antivirus solutions' signature updates to eliminate threats.	MX Logic provides multi-layered defense from worms and viruses before they can enter Genesys' messaging infrastructure.	MX Logic keeps email threats off the Genesys network and intercepts zero-hour threats before other antivirus services.
Centralize email threat management.	The company's multiple domains, varied locations, and redundant email systems made centralized threat management critical.	MX Control Console SM provides a centralized policy configuration and reporting platform.	Genesys administrators can easily configure and control email threat and quarantine management for all worldwide locations.



THE MX LOGIC EMAIL DEFENSE SERVICE

When the Genesys team's search narrowed to a managed email threat service, they selected several companies with leading spam-protection solutions and conducted a side-by-side evaluation of the services offered.

"We focused on functionality, support and cost. While many of the companies compared fairly equally in functionality, MX Logic was the clear leader from a pricing perspective," Falk says. "We decided that the MX Logic Email Defense Service was what we needed."

The MX Logic Email Defense Service is an easy to administer and use, cost-effective, policy-based solution that automatically analyzes and blocks 99% of spam and stops worms, viruses and other malicious threats at the network perimeter – before they reach an organization's network.

"It's very important that MX Logic enables us to remove spam and other email threats before they enter our infrastructure," Falk says. "Why even present these hazards to our network?"

In addition to MX Logic's proven effectiveness at stopping spam and email threats, Genesys liked that the solution offers sophisticated quarantine management, which enables employees to quickly delete or forward quarantined email and create their own allow and deny lists. By allowing end users to manage their own quarantines, the Email Defense Service significantly reduces the amount of time the IT department must spend managing spam.

In addition, the MX Control ConsoleSM provides a centralized policy configuration and reporting platform that enables administrators to easily configure and control how spam, email threats and inappropriate content are filtered and set parameters around end-user quarantine management.

"Quarantine reports represent an important control issue – especially to our customer service department," Falk says. "And, because Genesys has so many worldwide locations, being able to manage email threats from a central location was also critical."

THE RESULTS

In May 2004, Genesys Conferencing started using the MX Logic Email Defense Service after a 90-day evaluation. "We received a lot of praise from employees when we launched MX Logic," Falk says. "Since then, we don't even think about spam anymore – the service has completely removed spam as an issue we need to deal with."

According to Falk, MX Logic solves two problems at once. First, by virtually eliminating the spam that had been filling employees' inboxes, MX Logic reduces the amount of time people spend dealing with unwanted email. Second, MX Logic has improved system performance.

"We've seen a huge increase in system performance, thanks to MX Logic," Falk says. "By reducing the load on our servers, MX Logic also eases our administrative burden. What's more, we're proud of the fact that our email now goes out within a second – it's no longer stuck in a queue behind a logjam of spam."

Satisfied with the spam-blocking effectiveness of the MX Logic Email Defense Service, Falk started considering adding antivirus protection through MX Logic as well. Genesys had been using antivirus solutions

like F-Secure on its servers and desktops for several years by the time the company turned to MX Logic for spam protection. The problem with these solutions was that Genesys would have to wait until a virus or worm was physically in-house before it could be dealt with.

"Every time a new worm came out, we waited to receive a fix from our antivirus solution. It was always an ongoing battle," Falk explains. Industry analysts agree that waiting for signature updates from antivirus solutions can leave organizations vulnerable to new and emerging threats.

"Even the most effective antivirus engines can miss the occasional virus, and usually take four to 16 hours to update as new threats emerge," said David Ferris, president and senior analyst, Ferris Research. "The key to an effective defense against these threats is to provide a combination of the most effective antivirus tools available."

The MX Logic Email Defense Service protects Genesys with proprietary WormTraqSM worm-detection technology, which identifies and intercepts zero-hour threats (such as the notorious MyDoom worm) before they enter or leave a corporate network – often hours before antivirus services can distribute signature updates to their customers.

In addition to its proprietary worm-detection technology, MX Logic customers can enhance their email security by adding antivirus protection from industry leaders Authentium[®], McAfee[®] and Sophos[®]. Leveraging the virus-protection power of all three antivirus engines, which are updated every five minutes to ensure the most current virus and worm protection available, MX Logic provides multi-layered threat protection.

"Once we were satisfied with MX Logic's effectiveness in blocking spam, adding an antivirus solution through MX Logic for relatively low cost was a no-brainer," Falk says. "MX Logic keeps email threats off our network, which removes the process of worrying about viruses and worms at all."

Falk doesn't hesitate to detail the benefits his company receives by using the MX Logic Email Defense Service. "MX Logic provides a cost-effective, multi-layered defense against spam and viruses for our Internet gateways," he says. "Keeping potential threats away from our gateways and infrastructure reduces our exposure from threats, saves us from upgrading Internet bandwidth, makes our job easier and saves end users time, too."

Falk explains that the traffic and threat overview reports generated by MX Logic help him demonstrate the value of the Email Defense Service.

"I produce a weekly management report for my boss, who's the vice president of global technology," Falk says. "I grab the information for this report straight from the MX Logic portal. I have to answer the question, 'Is MX Logic providing value?' Yes – absolutely. And I demonstrate that in my reports every week."

But what matters most, he says, is that MX Logic provides his team with personal support and attention. "No matter how global we get, personal support adds value," he says. "We've built a strong relationship with MX Logic. It just feels good to be working with this company – and its customer service has been great."



ABOUT MX LOGIC

MX Logic is a leading provider of managed email and Web security services that deliver enterprise-grade performance without enterprise-level complexity and cost. Our easy-to-use, award-winning services reduce risk and liability, lower overall IT costs, and increase productivity. MX Logic services are available through our industry-leading partner network. For more information, visit www.mxlogic.com.

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