



# Case Study

## Griffis/Blessing Profile

### ORGANIZATION

Griffis/Blessing

### INDUSTRY

Real Estate Services

### EMPLOYEES

100

### SOLUTION

MX Logic® Email Defense Service

### BUSINESS RESULTS

- Nearly eliminated spam
- Increased user productivity
- Reduced IT administrative burden
- Increased bandwidth utilization

**WITH MX LOGIC FILTERING SPAM FOR GRIFFIS/BLESSING, THE TEAM IS NO LONGER CONCERNED THAT LEGITIMATE EMAIL WILL BE LOST IN A SPAM-CLUTTERED INBOX.**



## Email defense solutions from MX Logic remove email threats from the inboxes at Griffis/Blessing

### CUSTOMER PROFILE

Griffis/Blessing is a real estate services firm representing individual, corporate and institutional owners of real estate throughout southern Colorado. Headquartered in Colorado Springs, with additional offices in Denver and Pueblo, the firm offers its clients comprehensive real estate asset management services. While Griffis/Blessing has almost three million square feet of office, retail and industrial space – including approximately 3,540 apartment units under management – the team measures its success by helping its clients reach their goals and produce excellent results. To achieve this success, Griffis/Blessing is committed to consistently placing the needs of its clients first and providing them with superior levels of expertise and service.

### BUSINESS SITUATION

Meeting and exceeding client expectations is critical to this growing real estate services firm, whose employees make it a priority to consistently provide prompt communication and information. Although much of its business is conducted through face-to-face meetings, sharing information and providing support would be impossible without email. Unfortunately, spam email was starting impact the Griffis/Blessing team's quality service, as it filled up inboxes daily, and overshadowed important, legitimate messages needing immediate attention. Hearing more and more about the problems spam was causing for businesses worldwide, the team knew that integrating a solution to filter the unwanted mail was critical to maintaining its reputation for excellence.

Although the company's executives and "power users" were the most severely impacted by spam, Griffis/Blessing was aware that unwanted email was jeopardizing employee productivity, while virus-laden email had the power to take down its entire network. As an initial solution to combating viruses and spam, David Graham, the firm's sole IT manager, integrated an anti-virus software solution on the company's email server and loaded an additional anti-spam solution directly on the CEO's personal computer. Graham was cognizant, however, that this desk-top protection strategy required constant updates and upgrades to stay current with the wide variety of spam being introduced every day – a strategy that required time and resources that was impossible for one IT manager to deliver to almost 100 email users.

Goal	Before MX Logic	After MX Logic	Result
Reduce spam.	Growing spam problem with no corporate-wide anti-spam solution.	Nearly eliminated spam.	Greater user productivity and increased bandwidth utilization.
Reduce IT administration.	Handling spam was a challenge for a single IT manager.	The sole IT manager now spends little time on spam management and administration.	Spam management is no longer on the long list of IT priorities.





"SILENCE IS AFFIRMATION." David Graham, IT Manager, Griffis/Blessing

The company needed a corporate-wide solution that would stop spam and viruses before they ever reached the company's servers. And, according to Graham, because the company also wanted a system that didn't require staff time to maintain and update, he began looking at service options. Griffis/Blessing turned to MX Logic for a solution.

### THE MX LOGIC SOLUTION

After learning more about email defense services and how solutions from MX Logic are designed to filter unwanted email threats at the network perimeter, Graham requested a comprehensive Threat Assessment. During this trial period, MX Logic's Threat Center analyzed Griffis/Blessing's email traffic to uncover trends and data on spam, viruses, worms, offensive and unwanted content, and malicious attachments entering the company's network. MX Logic documented the volume, type, and severity of threats it detected after the trial and estimated the costs associated with these threats. After the trial, Graham quickly realized that not only could a managed service prevent spam and viruses from ever reaching the company's email infrastructure, but it could also be automatically configured to meet Griffis/Blessing unique needs, including the creation of customized allowed senders lists for approved email.

### THE MX LOGIC EMAIL DEFENSE SERVICE

After the pilot, which simply required Griffis/Blessing to point its MX record to MX Logic, Graham integrated MX Logic's Email Defense Service – protecting 100 email users from the productivity-draining and system-impacting effects of spam. With MX Logic's easy to administer and use, cost-effective service that provides around-the-clock email protection, malicious and unsolicited messages are automatically intercepted, analyzed and blocked at the real estate firm's network perimeter. Using its Stacked Classification Framework® spam detection system, which utilizes a patented method of identifying and controlling spam using a voting algorithm based on a sophisticated form of intelligent reasoning, MX Logic achieves more than 99% accuracy.

Powering MX Logic's Email Defense Service is MX Logic's Threat Center, a sophisticated streaming data environment where MX Logic monitors the global state of email communication, 24 hours a day, seven days a week, and provides MX Logic's customers with real-time updates and protection. Led by email security experts with extensive experience in protecting messaging networks, the Threat Center provides dynamic email defense-staying far ahead of the next attack by continually incorporating information about the latest spammer, virus and worm tactics.

### BUSINESS BENEFITS

With MX Logic filtering spam for Griffis/Blessing, the team is no longer concerned that legitimate email will be lost in a spam-cluttered inbox. The MX Logic solution is blocking up to 99% of spam, productivity levels have increased, frustration levels have diminished, and users are no longer worried about virus- and worm-infected email messages. Graham is also pleased with the flexibility of the solution – with options that make his job as a solitary IT manager much easier. For instance, now the entire staff at Griffis/Blessing has the option to review a Spam Quarantine Report and take action on the items filtered by the system. When suspect messages are identified by the MX Logic multi-filtering layers as spam, team members can make the final determination about whether the messages are indeed spam. They can review the quarantine at their convenience and decide whether to delete, always allow, or always deny those messages in the future. Additionally, Graham says he likes the Web portal interface because it provides a valuable window into what the service is doing at any point in time.

### THE RESULTS

To date, MX Logic's Email Defense Service has significantly reduced the amount of spam received by employees at Griffis/Blessing, but perhaps the most significant result is the reduction in the time required by the company and its lone IT manager to implement the process. With a managed solution in place, employees receive only legitimate messages, which allows them to stay focused on their work and respond more efficiently to genuine client needs. According to Graham, using MX Logic to filter email threats at the network perimeter is fully meeting his expectations and the expectations of his team. In fact, he's receiving almost no complaints about spam or comments about the service from employees. As far as Graham is concerned, "Silence is affirmation."



### 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](http://www.mxlogic.com).

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