



Email Defense Case Study

Reynolds and Reynolds Profile

ORGANIZATION

Reynolds and Reynolds

INDUSTRY

Automotive

EMPLOYEES

4,500

SOLUTION

MX Logic® Email Defense Service

BUSINESS RESULTS

- Rapid implementation with an almost 100% elimination of spam
- More robust protection from viruses and worms
- Increased employee productivity for dealership end users
- Customizable solution that is easily tailored

"I LIKE TO HAVE TOOLS THAT MAKE MY LIFE EASIER AND REYNOLDS AND REYNOLDS' SECURE EMAIL SERVICES, WITH THE MX LOGIC EMAIL DEFENSE SERVICE, MAKES MY LIFE EASIER."



– Wayne Ussery,
Director of
Internet
Marketing, Jim
Ellis Auto
Dealerships

The MX Logic® Email Defense Service helps Reynolds and Reynolds add value to its Secure Email Service for automotive dealerships

CUSTOMER PROFILE

Reynolds and Reynolds is the nation's leading provider of integrated technology solutions and services that help automotive retailers grow, manage change, and improve their profitability. Headquartered in Dayton, Ohio, with over 75 years of experience in this growing market, Reynolds and Reynolds continually strives to help auto dealerships do business more efficiently and bring more value to its customers. Today, Reynolds and Reynolds provides more than 20,000 customers with products, service and training solutions, Web and customer relationship management solutions, learning and consulting services, networking and support. Their customer base comprises nearly 90 percent of the automotive retailers and virtually all OEMs doing business in North America. The Reynolds International Division serves automotive retailers and OEMs through Incadea GmbH and its partner network as well as a worldwide consulting practice.

BUSINESS SITUATION

As part of its systems and services offerings, Reynolds and Reynolds Network Services provide automotive dealerships around the country with its Secure Email Service. This service allows Reynolds clients to enjoy the benefits of having an enterprise-grade email service without the costs and hassles of owning and administering an email server on site. The Secure Email Service connects more than 11,000 end users and 450 dealerships to Reynolds' Secure Data Center and email server. To help its dealership clients operate more efficiently, Reynolds Network Services recently added anti-spam and anti-virus solutions to its list of business priorities.

"We knew spam was becoming a problem and that viruses were getting more and more sophisticated," said William Safford, product manager, Network Security Solutions, Reynolds and Reynolds. "If we didn't incorporate an anti-spam solution into our Secure Email Service and fortify our virus protection, we knew these problems were going to start impacting our clients, their business, and ultimately, their customer service."

THE MX LOGIC SOLUTION

"Just as we began researching anti-spam options to integrate into our Secure Email Service, we received a call from MX Logic," said Safford. "Our discussions with MX Logic reinforced our own convictions regarding email threats inherent to spam and how important it was to implement a solution quickly." According to Safford, he was not only sold on the features of the service, which included around-the-clock spam and virus monitoring and filtering, but also on its ease of implementation and administration.

The Reynolds and Reynolds team had considered building an in-house solution until learning about the MX Logic Email Defense Service®. "After viewing the demonstration, it was clear that the MX Logic solution would be easy for my team to activate within Reynolds' email environment and Secure Email Service, but also virtually effortless for our dealerships to integrate and use."

Goal	Before MX Logic	After MX Logic	Result
Deliver value-added email defense services to Reynolds and Reynolds and 450 dealership customers	No anti-spam solution implemented	Ability to quickly and easily offer anti-spam and anti-virus protection to 11,000 end users	Rapid implementation of solution with nearly 100% of spam eliminated and robust protection from viruses and worms. Increased employee productivity for end users. Customizable solution that is easily tailored to meet needs of diverse customer base.





"WE ADDED ANOTHER LAYER OF PROTECTION WITHOUT ADDING MORE WORK FOR OUR CLIENTS WITH LIMITED RESOURCES." – William Safford, Network Security Solutions, Reynolds and Reynolds

In addition to anti-spam protection, MX Logic's Email Defense solution offered protection from viruses, worms and other email threats – including email containing spam beacons, which are pieces of HTML code inserted into a spam message to help spammers track recipient behavior. "MX Logic explained that emails with spam beacons send a signal back to the spammer, validating the address, and making it ripe for future spamming," said Safford. "It was at that point that I knew we needed a solution that would provide our diverse customer base with email defense in every sense of the word."

With its Secure Email Service already equipped with a Symantec anti-virus engine, Safford and team selected the MX Defense II offering that combines world-class anti-spam protection with MX Logic's own proprietary WormTraqSM worm detection and industry-leading McAfee[®] anti-virus protection – a strategy many businesses use to ensure maximum virus protection from today's more destructive outbreaks. This is the solution that Reynolds recently built into its current Secure Email Service and is also being deployed by Reynolds' customer, Jim Ellis Auto Dealerships.

THE RIGHT DEFENSE FOR JIM ELLIS AUTO

Jim Ellis Auto Dealerships, with 13 locations in the Atlanta, GA, area, has partnered with Reynolds for many years and began leveraging its Secure Email Service two years ago. This well-known dealership is proud of its award-winning staff, and its commitment to ensure that every customer experience is exceptional. This trusted dealership knows, however, that critical to providing this customer experience is providing its team with the right tools for the job. That's why Jim Ellis turned to Reynolds and Reynolds for help.

Using Internet marketing and Internet leads has contributed significantly to the success of the Jim Ellis dealerships – where over 2,300 leads come in via the Internet every month. But, with this strong Web presence and reliance on email, the dealerships have become prey to spammers and hackers. "Spam was starting to get debilitating," said Wayne Ussery, Director of Internet Marketing, Jim Ellis Auto. "With more than 200 new sales per month resulting in Internet marketing, however, we had to be careful not to confuse junk email with legitimate business." According to Ussery, junk email accounted for over half of the incoming mail, and the time required to weed out the legitimate messages from the junk was significantly impacting overall service and productivity.

"With the new service from MX Logic and Reynolds and Reynolds, and its exceptional accuracy in filtering out only legitimate spam, we can focus on closing more business because we have a solution that only allows valid Internet leads and legitimate email to enter our network." Administering and monitoring the spam filtering platform has been extremely easy and intuitive for Ussery and his team. According to Ussery, all he had to do was customize the 'white lists' to allow the filters to accept valid leads. "I like to have tools that make my life easier," said Ussery, "And this tool definitely does."

THE MX LOGIC EMAIL DEFENSE SERVICE

MX Logic's cost-effective service provides around-the-clock email protection, automatically intercepting, analyzing and blocking malicious, unsolicited messages and email attacks at the network perimeter – before they can enter or leave an internal network. 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 percent 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 very latest spammer, virus and worm tactics.

BUSINESS BENEFITS

Reynolds and Reynolds believes that the MX Logic solution is a critical piece of its Secure Email Service – one that will enable its automotive clientele to spend less time sorting through junk email and dealing with potential virus outbreaks, and more time selling and servicing vehicles.

With business booming and customers to care for, Jim Ellis wanted an immediate solution to its growing spam and virus problem – not something that would require excessive training or time-consuming administration. "Integrated with the Secure Email Service from Reynolds and Reynolds, the MX Logic solution was virtually hands-free. I like the fact that I can set our own rules and tailor the solution to fit our needs," said Ussery. "After customizing a few default settings, there's not much else to it. With spam nearly eliminated, we now have more time to focus on our legitimate email." Additionally, Ussery is a lot less concerned about virus outbreaks affecting his network now that they have the email defense service in place.

THE RESULTS

Since Jim Ellis Auto started using the MX Logic Email Defense Service, its nearly 300 users are seeing a significant decrease in unwanted email – and the dealership is seeing a corresponding increase in productivity. With 85 percent of all Jim Ellis email classified as spam by MX Logic, the dealership is also saving money since employees are no longer spending an average of 30-60 minutes a day sorting legitimate email from unwanted junk mail. Additionally, the service has blocked over 35,170 spam beacons from entering the Jim Ellis network and divulging information that can help spammers target them for future attacks.

Reynolds and Reynolds made the choice to incorporate email defense into its robust Secure Email Service and is already seeing the results with the Jim Ellis dealership. "We added another layer of protection without adding more work for our clients with limited resources," said Safford. "Building the MX Logic comprehensive email defense service into this offering was effortless for our team, which controls all the domain information and MX record changes, and has proven to be incredibly easy for Jim Ellis."

"At Jim Ellis, we're always looking for ways to do things more effectively and efficiently," said Ussery. "Reynolds and Reynolds is helping us do just that by adding value to our services and giving us tools that free us from worrying about email administration and security and allow us to concentrate on selling cars."



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.

More information:

MX Logic Sales Team
9781 S. Meridian Blvd. Suite 400
Englewood, CO 80112 USA
T: +1.877.MXLOGIC
F: +1.720.895.5757
E: sales@mxlogic.com
W: www.mxlogic.com