

## case study

### Celtic Show MessageLabs the Red Card

When asked why he switched from MessageLabs to dns for his Managed Email Security service IT Manager at Celtic Football Club, David Howell, simply responded: "The service I get from dns is much more effective, 60% of the cost, more user friendly and the reporting is tailored to suit my needs."

David, like many IT Managers, has a legal duty to protect his staff from graphic and explicit emails as well as deal with the proliferating problem of spam and viruses. After trying an email service from MessageLabs he finally found the perfect solution in the dns Managed Email Security service. David explains why he switched and the benefits for Celtic F.C:

"As a high profile business dealing mainly with members of the public as opposed to business to business, we were getting inundated with viruses and increasing amounts of spam – including profanity emails, some of which were very graphic and explicit. We were using Network Associates Groupshield anti-virus software which was running on our mail server. This was placing a lot of stress on the server, making it work harder and slowing it down which was affecting performance and having a detrimental impact on our users." explained the IT Manager.

"We looked at the cost of providing an email scanning facility in-house and with the costs of having to purchase new hardware, software and licenses combined with the fact that it would be labour intensive to maintain

and manage and wouldn't provide as good a protection as the likes of dns, we decided that it was more cost effective to outsource."

"Initially we signed up to MessageLabs. The MessageLabs service was an improvement on Groupshield, however, the dns service has proven to be much better – we get far fewer incorrectly quarantined items than MessageLabs due to the heuristic scanning method employed by dns. The administration console is more user friendly and allows you to search for quarantined emails by a whole host of different criteria, including sender's and recipient's email addresses, making it much quicker to route out any emails which might have been incorrectly quarantined. We have had no more than half a dozen of these to date."

**Celtic has now been using the managed email service from dns for a number of months and is starting to see the benefits:**

"For a very low cost service our return on investment has been very impressive. Per month we are seeing an average return of £45,280 made up of productivity savings and cutting out the cost of cleaning up after viruses. The service from dns is much cheaper than the MessageLabs service and it has been more effective all round."

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“With dns, spam email has totally stopped, we don’t get any now. This has meant that users don’t waste valuable time having to go through their email and work out what is genuine and what is spam. Prior to having this service, spam was a real and increasing problem which was resulting in many hours being wasted each week. This was causing stress and frustration to users, some were receiving in excess of 400 spam emails a day!”

“We have not been hit with a virus since introducing the service from dns, it’s comforting to know that all external email is inspected and checked prior to being delivered to our mail server and that only genuine email is delivered. Viruses and spam mail are removed by dns on their systems, our mail server works much more efficiently and our infrastructure is under less stress. People can be more productive as they no longer have to deal with spam and worry about opening emails in case they contain viruses. In addition, as a business we have taken a positive and pro-active step in ensuring that our employees are not subjected to obscene, explicit profanity emails which could otherwise leave the business open to lawsuits from employees”

The Managed Email Security service uses the industry-leading reporting portal aptly named the ‘Security Dashboard’. The Dashboard gives live and historical data on a number of topics such as latest security threats, spam levels, top recipients, open and closed support calls and return on investment.

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“The Dashboard is an excellent tool and offers many different options and ways of displaying the results in a clear easy to interpret way that non-technical users can understand. This is particularly important and useful for highlighting the importance and value of this service to senior management, and the threat to the business if we did not have this protection and service in place.”

“The real value of the Dashboard is the flexible reporting functionality. All of the reports are tailored to suit our needs and we can pull information out on a 24/7 basis.”

“Overall the benefits of using the dns service are simple – it is very effective in terms of what it does, it requires very little labour – you can set it up and then pretty much forget about it. It’s peace of mind: I can go away at night and not worry when I read in the evening news that a new virus is doing the rounds because I know we are protected.”

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