

### Success Summary

Before MailFrontier  
50:30 good/bad email ratio

After MailFrontier  
50:1 good/bad email ratio

## MailFrontier Enterprise Gateway furnishes Pier 1 with a comprehensive and effective anti-spam solution

### After MailFrontier

- 98 percent blockage of spam
- Virtual elimination of spam-related complaints
- Flexible application with both user and administrator control options
- Application with minimal administrative requirements
- Robust and comprehensive reporting options

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- Jake Mowrer,  
Manager of Network  
Solutions, Pier 1 Imports

### **Pier 1 Imports: Company profile**

Pier 1 Imports, Inc. is North America's largest specialty retailer of imported decorative home furnishings and gifts with Pier 1 Imports® stores in 50 states, Puerto Rico, Canada and Mexico; The Pier® stores in the United Kingdom; and Cargokids® stores.

### **Making email good again: Eliminating only what's not wanted**

With a commitment to uninterrupted customer service via the Internet and a robust Web-based marketing plan, Pier 1 needed to find a way to balance timely message delivery with effective and efficient message filtering. As it prepared to implement a formal spam filtering solution, Pier 1 identified specific features it needed to fight spam effectively:

- Elimination of spam management for all: The solution needed to eliminate the nuisance of spam for the end user without increasing administration for the IT department.
- Ease of deployment: Pier 1 wanted an application that worked from the moment it went live on the network and required minimal management.
- Automatically adapting customization features: The specific filtering requirements of each department required that the anti-spam solution automatically adapt to the unique behavior of each business user.

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### **Before MailFrontier**

Before arriving at the MailFrontier Enterprise Gateway solution, Pier 1 worked with a static word list content filter with mixed results. Words in the static word list frequently conflicted with words in legitimate emails. For example, if a word on the list contained a typo, legitimate emails were inadvertently blocked.

“We spent time every day trying to optimize the list, but eventually we had to admit it was never going to give us what we needed,” said Jake Mowrer, Manager of Network Systems for Pier 1 Imports.

### **After MailFrontier**

At this point, Mowrer turned to the MailFrontier Enterprise Gateway. Quick to install, MailFrontier Enterprise Gateway eliminates over 98 percent of spam almost immediately without interfering with legitimate email. Many companies, Pier 1 included, found that the application was deployable for the entire organization in about an hour. And there was no need to re-enter user information to get MailFrontier Enterprise Gateway working or to keep it perfectly tuned because it leveraged Pier 1’s existing LDAP applications.

“I was amazed at the defaults. It caught most spam without any tuning,” Mowrer said after implementation.

Upon deployment, the application offers each user a robust set of filtering defaults and the enhanced option to further customize lists and email management features (if needed). Most users never need to customize their MailFrontier application to ensure that unwanted email is appropriately blocked, since the application “self-tunes” to the messaging patterns of a user and automatically adapts email to that user’s behavior.

“MailFrontier Enterprise Gateway makes a difference to Pier 1 every day,” offers Mowrer.

### **Useful information, ongoing value:**

#### **MailFrontier Enterprise Gateway becomes useful IT tool**

MailFrontier Enterprise Gateway helps users understand the effect of good spam management. The Junk Box lets users view a summary of the spam blocked and see the real value delivered by the application. Administrators can also use the MailFrontier Enterprise Gateway reporting features to review on-going performance—or prepare it as needed for external parties. The service also auto-updates to keep customers proactively protected against new spam variations.

Mowrer continues to be pleased with MailFrontier Enterprise Gateway performance and believes that it reduces company liability and controls costs. “Spam is more than a nuisance. It now poses serious operational and security threats to a company’s success. Every part of a company has a responsibility to ensure its continued success. In IT, eliminating the detrimental effects of spam is one way we meet that responsibility and allow our co-workers to do their jobs effectively and safely,” summarizes Mowrer.



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