

Success Summary

Before MailFrontier

50K good emails/30K bad emails

5:3 good/bad email ratio

After MailFrontier

50K good emails/600 bad emails

250:3 good/bad email ratio



MailFrontier Enterprise Gateway receives 5 stars from Wyndham International

Before MailFrontier

- About 30,000 spam emails/day (average)
- Time lost per message: 4.4 seconds
- Time lost per day: ~35 hours
- Time lost per year: ~ 223 weeks
- Estimated cost of lost employee time: 4 full-time employees = \$200,000 a year

After MailFrontier

- Gain of the equivalent of over FOUR YEARS of productive hours
- Nearly 100 percent blockage of spam
- Virtual elimination of spam-related complaints
- Complete visibility of application performance
- Adaptable filtering based on user patterns and preferences
- Self-managing application that eliminates IT management burden
- Automated performance and ROI reporting at user and network levels

Wyndham International: Company profile

With over 200 upscale hotels worldwide, Wyndham International, Inc. is a fast-growing high-end hotel brand with a 25,000-person workforce. Currently among the top five largest hospitality and lodging companies in the United States, J.D. Power and Associates ranks Wyndham #3 in customer satisfaction. Based in Dallas, Texas, this \$1.5 billion hotelier maintains properties in the United States, Canada, Mexico, the Caribbean and Europe.

Sifting for gold: Seeking a customized and effective way to eliminate spam

Growth and success bring challenge: 80,000 inbound email messages per day will apply significant pressure to any IT infrastructure. However, as a company that uses its messaging systems to maintain a high-profile public presence and provide unparalleled customer service, Wyndham IT had a unique challenge. Not only did it have to ensure timely delivery and effective security for all email, it also needed to find an efficient way to separate spam out of incoming email.

“Over 45 percent of Wyndham’s incoming email was spam; the head of the PR department alone received over 100 spam messages a day.”

- Lyndon Brown
Manager of Network Services &
Electronic Messaging Systems
Wyndham International

Adding to the challenge of solving the spam issue: Wyndham IT had to identify a solution that could be customized according to the needs of different users. Often, messages that were necessary for analyst staff to do their jobs (for example, competitor promotions) were exactly the messages that engineering staff never wanted to see. Consequently, a globally applied filter was not appropriate. Specifically, the company sought the following attributes in an anti-spam application:

- **Flexibility:** The different email filtering demands of each department required an anti-spam solution that recognized the unique messaging behavior of each business user and automatically adapted filtering appropriately.
- **Minimal management requirements:** The successful anti-spam solution needed to eliminate the need for user spam management without shifting the burden to IT.
- **Simple deployment:** Wyndham needed an application that would work effectively with their existing support infrastructure and processes.

Before MailFrontier: Caught between user needs

Before installing MailFrontier Enterprise Gateway, Wyndham evaluated two options in its search for the right filtering solution:

- **Manual content filtering**—Too much IT time: Relatively simple, but Wyndham quickly realized that the manual input of words and phrases would have required a full-time IT person every day. Consequently, this solution was quickly abandoned in search of a more efficient option.
- **Anti-spam appliance**—Too much user burden: In addition to the additional IT hardware investment, the appliance placed an unacceptable burden on users. Without user-level flexibility, the appliance could only offer “one setting for all” approach that led to mixed results. Some spam was filtered, but some good email was also blocked, including email from external food and beverage partners. Remembers Brown, “The IT department was getting almost 100 emails a day—both questions and complaints—about this solution alone. In fact, we created an alias just to handle emails about the appliance.” In addition, the appliance slowed the flow of messages; some messages were lost altogether. In all, Wyndham spent three months testing the appliance.

During the search for the right anti-spam option, Wyndham also learned that load management was another critical factor. Comments Brown, “We were approaching the six-figure message mark—we needed a solution that was ready for prime time. In addition to being overly complex to manage, Wyndham found that some products on the market simply could not handle their message volume. “The very same appliance we spent so much time preparing to use died after twelve hours in real-time production; the replacement sent by the vendor only lasted eight,” remembers Brown.

“The MailFrontier Enterprise Gateway does one thing better than anyone else: it gives users the power to choose what they want to see in their inboxes.”

“The product has significantly reduced the amount of time I spend managing spam or anti-spam solutions. It has made spam a non-issue.”

- Lyndon Brown

MailFrontier Enterprise Gateway: Scalable, simple, and successful

Brown chose to install MailFrontier Enterprise Gateway. With a comprehensive set of defenses customizable at network and user levels, MailFrontier Enterprise Gateway eliminates the bulk of spam and protects legitimate email. In addition, the complete solution for the entire organization was deployable in about an hour. By leveraging Wyndham’s existing LDAP server, there was no need to re-enter user information to get MailFrontier Enterprise Gateway working or to keep it perfectly tuned. Users at all levels found MailFrontier Enterprise Gateway a huge improvement. “The first thing my quality assurance people said was, ‘This looks a lot better than that other product,’” offers Brown. Business users also took to the new application. “Wyndham went live with MailFrontier Enterprise Gateway and we only got two questions—on the first day—as compared to 100 per day when the appliance was in place.”

With MailFrontier Enterprise Gateway, Wyndham no longer needed to compromise on the various needs of different users. Upon deployment, the application provides each user with a separate set of customizable lists and email management features. Moreover, the application “self-tunes” to the messaging patterns of a user, automatically adapting email management according to the user’s behavior. In turn, Wyndham IT is now free to monitor application performance, customize at the network level, and review the total effect of spam filtering in real-time.

“To quote my CTO: ‘People love it,’” states Brown. “MailFrontier Enterprise Gateway has the flexibility we need and does its primary job—keeping spam out of the organization—fantastically.” And load issues? “Passed with flying colors,” reports Brown. “MailFrontier Enterprise Gateway makes dealing with spam easy.”

Improved security, increased productivity:

MailFrontier Enterprise Gateway offers measurable results

Before the installation of MailFrontier Enterprise Gateway, Brown estimates that the company lost over 35 hours every business day dealing with spam—more than 4 full-time employees per year. This lost time was in addition to the time taken by IT to field issues and complaints and the time taken by users to notify IT of lost emails issues. “In order to keep up with ever-increasing demands of managing network security, addressing user needs, and delivering high-quality customer service, no company can afford to spend more hours than there are in day just managing its spam filtering,” says Brown. “With the effective deployment of MailFrontier Enterprise Gateway, the Wyndham organization has regained years of time that can be better spent meeting mission-critical needs.” Additional benefits of the MailFrontier Enterprise Gateway deployment include:

- **Nearly 100 percent blockage of spam**—without loss of a single email
- **Virtual elimination of user complaints** to IT about spam issues
- **Complete IT and user visibility** of spam blocking effectiveness
- **Minimal management time** required from IT

Keeping users informed and productive:

MailFrontier Enterprise Gateway helps IT meet its goals

Aware of the advantage of effective communication, MailFrontier Enterprise Gateway also keeps users informed—reducing the demand on IT to answer questions. Every day, users can view a summary of the spam blocked on their behalf and recognize the real value delivered by the application. Brown also uses the MailFrontier Enterprise Gateway reporting features to export data and evaluate on-going success—or demonstrate it on demand to interested parties. “MailFrontier recognizes the need to show constant return on investment. MailFrontier Enterprise Gateway provides effective reporting tools that not only assist administrators but that also constantly remind us of the real-time effect of good anti-spam protection.”

MailFrontier Enterprise Gateway also auto-updates to keep users protected against new spammer techniques and signatures – providing preventive measures and eliminating the need for IT staff to be full-time spam fighters.

Brown feels confident that MailFrontier Enterprise Gateway will continue to scale and serve Wyndham well. With its spam solution securely in place, Brown believes that IT is better able to concentrate on delivering responsive service to Wyndham users. “The goal of our IT department is to provide Wyndham users with high performance, maximum flexibility and uncompromising security. By being an efficient and effective application, MailFrontier Enterprise Gateway helps us achieve our aims.



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