

Burton Snowboards

EMAIL SECURITY

Burton Snowboards Case Study

The Organization

Burton Snowboards

The Challenge

Reduce junk mail and improve the performance of the e-mail server

The SonicWALL Solution

SonicWALL Email Security providing protection against inbound and outbound e-mail threats.

The Results

- Filtering reported at more than 99 percent effectiveness, with no false positives
- Almost a million unwanted messages a month blocked at the gateway
- Positive end user response and improved productivity, with more than a thousand employee work hours saved each week
- Administration reduced to just a few minutes each week
- Lays down a secure wired and wireless infrastructure for future development
- Virus outbreaks and related problems eliminated

Dedication to Excellence Hampered by Lost Business Communications

Burton Snowboards' growth and dedication to making superior snowboarding equipment has helped fuel the expansion of snowboarding worldwide. Now 30 years after its start, the passion for providing 'the best ride' continues. Due to its high visibility and brand popularity, the company is an all too frequent target for spammers, phishers and virus creators bent on achieving their own electronic joyride.

Recently, more than 300 Burton employees based in North America found that most of the new e-mail they received each day was unwanted. According to Mike Carnesale, network operations manager for Burton Snowboards, "E-mail was no fun anymore. Around 90 percent of our e-mail was junk or malicious!"

The anti-spam solution Burton was using became less and less effective over time.

Only a few hundred of the tens of thousands of daily spam e-mails were actually getting blocked, and IT staff was spending significant time trying to tweak the system—with little success. Employees were forced to spend valuable work time cleaning up their e-mail inboxes each day. Over time, employees also began to notice that important business e-mails were missing. Further adding to the problem, IT system performance slowed with the daily avalanche of junk e-mail.

"We knew there were too many hits to the server when internal e-mails slowed to a crawl," remembers Carnesale. "During directory harvest attacks our e-mail server performance went down fast, but that wasn't the real problem. We also found that false positives were going through the roof—preventing important business communications from getting through."

Comprehensive E-mail Security Protection in the Hands of Users

With unwanted e-mail growing to about 95 percent of all incoming messages, Carnesale and his team took matters into their own hands and set out to find another solution. "With employees spending more than 10 percent of their time each day dealing with junk e-mail, not to mention all the time our IT team spent working on the problem, we had to find a working solution for e-mail security," says Carnesale.

The IT team determined that a simple anti-spam solution was not enough—they needed comprehensive e-mail security protection against other types of threats too. While spam and directory harvest attacks were certainly an issue for the company, the growing amount of phishing e-mail was a security risk and needed to be stopped. The team determined that whatever solution they selected absolutely needed to minimize administrative time managing all of these e-mail issues. Too much time was already being spent dealing with e-mail problems. They needed to focus on more important business projects.



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*—Mike Carnesale
Network Operations Manager
Burton Snowboards*

SonicWALL Benefits

- High performance and easy-to-use e-mail security solution
- End-user spam management allows easy delegation of spam management to end users, decreasing the number of false positives and reducing the load on IT
- Highest level of spam protection enabled via an award-winning anti-spam engine and end-to-end attack monitoring
- Protection from identity theft with the only solution that uniquely identifies phishing e-mails and lets administrators handle them separately
- Rapid installation and centralized management drastically reduce the burden on IT departments

As the team reviewed vendor solutions, they found many products would lead to the same problems they were trying to stop—lots of administrative time spent fixing e-mail problems, ineffective blocking and unhappy users. That is until they saw a demo of SonicWALL Email Security. "At the time of our initial evaluation, we didn't really think about the impact of end-user controls, but we were blown away by SonicWALL Email Security. After that, the other vendors we looked at just seemed primitive," says Carnesale.

The IT team quickly installed SonicWALL Email Security at Burton to protect employees and internal systems against spam, phishing and directory harvest attacks, as well as to manage e-mail policy for all employees.

Integrated protection, minimal effort

Our employees came to us and said how much they liked SonicWALL Email Security, especially for the control they now had over their own e-mail. It was such a change from before with the very concerning false positive experiences. While we expected to cut down junk e-mail and improve the performance of our e-mail server, we didn't expect it to be so dramatic—or to realize that objective so quickly. SonicWALL makes life easier with e-mail!" adds Carnesale.

The team at Burton Snowboards was about to learn SonicWALL could offer the company even more protection. At the time, the IT team hadn't fully implemented all the features available, but the team at Burton quickly learned how important the integrated anti-virus protection could be to their organization. "On my way home from work one day I was paged by several panicked employees who began getting hundreds of suspicious e-mails. When I got home, I discovered that we were being hit by a mass-mailing virus. Our anti-virus system was stripping the infected attachments from these messages, but the now uninfected messages themselves were still being passed onto the users," remembers Carnesale.

Carnesale quickly logged into the network from home and was able to turn on SonicWALL Email Security signature-based anti-virus protection to stop the attack. "I was amazed how easy it was. Now we use all of SonicWALL Email Security features at Burton—including SonicWALL's complete anti-virus protection, especially the predictive SonicWALL Email Security Time Zero Virus Technology™. We have not had a single e-mail-based virus outbreak since," says Carnesale.

"SonicWALL Email Security is so easy, especially after the system we used before—that was an administrative pain. I didn't have to do much to set up SonicWALL. Overall, it is 99 percent effective in blocking what we don't want, and now false positives are unheard of in our organization," notes Carnesale.

SonicWALL, Inc.

1143 Borregas Avenue
Sunnyvale CA 94089-1306

T +1 408.745.9600
F +1 408.745.9300

www.sonicwall.com

