



Book Club Associates Secures Email With Marshal8e6

Client:

Book Club Associates

Web Site:

www.bca.co.uk

Number of Users:

1200

Requirements:

Email Filtering

Filtering Solutions:

MailMarshal

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Steve Randall
Senior Systems Analyst
Book Club Associates

Keeping the networks up and running for an international direct marketing company is not a job for the fainthearted. Not only do you have to ensure that your email systems operate at maximum efficiency but you need to keep out viruses and other unwanted visitors. With services being offered 24/7, there is no margin for error...

Background

Formed in 1966, BCA (Book Club Associates) is the UK's leading book club with around 2 million current members. BCA sells directly to customers through specialty and generalist book clubs such as WorldBooks, QPD and the Fantasy and Science Fiction Book Club. The Internet is becoming increasingly important for Club business, with more people joining via the Internet or ordering their books online. BCA has had to optimize their network to provide comprehensive support for marketing, order-taking, fulfillment and transaction management.

“The business is making ever more complicated demands for email usage,” says Steve Randall, Senior Systems Analyst with BCA. “Our email has gone from a ‘best endeavors’ service to a mission critical resource. We needed a flexible and mature system that could handle any situation as well as be scalable and easy to install and maintain. More specifically we wanted a solution that incorporated a POP3 interface to supply mail to our back-end email system. And because we support both internal and external traffic, we had a requirement for an elegant way of separating corporate and customer services email.”

Because BCA is a direct sales organization, they collect and store personal information. BCA respects the privacy concerns of users of its web sites and is a data controller under the relevant UK Data Protection legislation. As a consequence of the sensitivity of these data holdings, BCA is obligated to maintain the integrity of personal information and ensure that it is not accessible to unauthorized parties.

Email Security a Top Priority

The BCA network provides support for a variety of operations. “We have four major sites that we support, all connected via a wide area network incorporating a 4 Mbit Internet connection,” says Randall. “Our main IT department is based in Swindon and our catalogue production studio is one of the largest artwork studios in London, with a staff of over 100 producing thousands of catalogue pages every month. We have some 1200 users at the various locations, many of whom are operators who use both email and telephones to take and process orders. We rely on our email and need to ensure that it operates at peak efficiency.”

BCA undertook a formal evaluation process to select an email security solution and upgrade their antivirus capabilities. “We did a full evaluation of the major available email management packages,” says Randall, “and MailMarshal was the product that best addressed our needs.”

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Key Reasons for Selecting MailMarshal

- MailMarshal was the ‘best fit’ solution to their needs
- Email is a ‘mission critical’ resource and MailMarshal provided the protection required
- Email footer system supported both text and HTML

Key Benefits

- Increases staff productivity via unobtrusive monitoring and the reduction of excessive email usage
- Painless implementation process
- Effectively separates corporate and customer email traffic

Conclusion

We were especially impressed with their excellent email footer system, which supports both text and HTML. That feature alone was a deciding factor in our decision to go with MailMarshal. MailMarshal provides comprehensive email management for BCA's network. “The installation process was extremely painless,” says Randall. “We simply swapped our old anti-virus gateway for MailMarshal and haven't looked back since. In fact, we have seen an increase in our email usage because our network capacity has been optimized.” Steve Randall, Senior Systems Analyst with BCA Electronic Transactions.

About MailMarshal

MailMarshal is a global provider of Secure Internet Gateway products for organizations of all sizes. MailMarshal is the only security company capable of delivering comprehensive content security across multiple delivery platforms, including software, appliances and Software-as-a-service (SaaS). The company's complete security portfolio delivers the tools necessary to manage and secure email, Web and the endpoint as well as protect against data leakage. Today, more than 16 million end users in more than 20,000 companies in 96 countries rely on MailMarshal solutions to protect their businesses at the email and Web gateway.



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