



# Book Club Associates Secures Email With M86 Security

**Client:**

Book Club Associates

**Web Site:**

www.bca.co.uk

**Number of Users:**

1,200

**Requirements:**

Email Filtering

**Filtering Solutions:**

M86 MailMarshal

“The business is making ever more complicated demands for email usage.”

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 M86 MailMarshal was the product that best addressed our needs.”

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## Key Reasons for Selecting M86 MailMarshal

- M86 MailMarshal was the ‘best fit’ solution to their needs
- Email is a ‘mission critical’ resource and M86 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 M86.”

M86 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 M86 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 M86 SECURITY

M86 Security is the global expert in real-time threat protection and the industry’s leading Secure Web Gateway provider. The company’s appliance, software, and Software as a Service (SaaS) solutions for Web and email security protect more than 24,000 customers and over 17 million users worldwide. M86 products use patented real-time code analysis and behavior-based malware detection technologies as well as threat intelligence from M86 Security Labs to protect networks against new and advance threats, secure confidential information, and ensure regulatory compliance. The company is based in Orange, California with international headquarters in London and development centers in California, Israel, and New Zealand.

### TRY BEFORE YOU BUY

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Version 03/30/10