



## Spanbild opts for Websense to beat spam filter problem

**BY RANDAL JACKSON**

For many prospective customers, their first contact with Christchurch based Spanbild is through the company website.

Spanbild manufactures and delivers steel, timber and panelled, temporary, permanent and relocatable buildings to suit a range of applications and environments. Its buildings can be found throughout the rural, lifestyle, residential, commercial, educational and public sectors.

Established in 1970, the company is supported by a network of franchisees throughout New Zealand and Australia.

Prospective customers can view examples on the website of building designs, learn more about the company's offerings, its manufacturing processes, distribution network and its community involvement.

Every month the website's contacts page generates a significant volume of queries from prospects seeking information and quotes. These are automatically directed by the email server to the appropriate franchisee for follow-up.

Around 20 months ago franchisees began to query Spanbild regarding missing prospect information.

"Franchisees were ringing us up

asking after prospective customers that they knew had visited and registered interest on our website," says systems administrator Dwayne Johansen. "They were getting concerned that information was being lost or not getting through."

The company's email security system was identifying a large number of false positives. Emails that should have been getting through were being categorised as spam and being filtered out. Johansen says this included a large number of prospect enquiries. At the same time, the email security software was running out of hard disk drive space.

He says the potential impact of lost emails was a real concern so it was decided to replace the email filtering system

"We wanted a more robust system that had a proven track record. Our biggest selection criteria was a solution that provided the lowest number of false positives and a very high uptime due to email being so crucial to our business."

Spanbild had been using TrendMicro. Johansen says it was just not suitable because it was filtering out too many emails.

"We went to Gen-i, which does our software licensing, and reviewed the options.

"Most were cloud solutions because they seemed to have better

results and better guaranteed uptime. What it came down to was which solution offered the best value for money and had the best uptime. We needed a system that would run 99.9 percent of the time."

Spanbild selected Websense Hosted Email Security to replace its existing system. The solution included standard encryption, anti-virus, anti-spam and email content filtering.

"It wasn't a complex project but we decided to use Gen-i to assist because it was the first time we had implemented a cloud solution," Johansen says.

Now, whenever a suspect email arrives at Spanbild, Websense automatically quarantines the email and sends an alert to the recipient to let them know what's happened. These simple steps ensure that that emails are no longer lost.

"It's leading to lower false positive filtering on our emails which means that any sales inquiries to our franchisees are not lost and this is providing us with more potential sales than in the past," Johansen says.

"It's been really good. With Websense we've gone from a few false positives per week that we know of to zero. And if the server goes down, Websense will store the emails for a week."