



MAILGUARD CASE STUDY

Lincraft Australia



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One of Australia's leading retailers of home wares, crafts and haberdashery, Lincraft Australia has been protected by MailGuard's software-as-a-service (SaaS) solutions since January 2009.

MailGuard actively prevents harmful viruses and spam from entering corporate networks, and this security is vital for Lincraft's retail and online operations.

Lincraft operates 51 retail stores nationally, and it has an online store offering a range of discounts on products, project ideas and how-to-make information, as well as housing its customer club.

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The retail sector can be ruthless, and the resulting heavy reliance on information and communication technologies can be a daunting responsibility for management. Digital communications are crucial to success at Lincraft for every aspect and level of its business.

Lincraft's former in-house mail filter system was outdated and its performance was severely limited. On several occasions it failed to do its job. The result wasn't fun, Fu says.

"On one occasion our email domain was infected with self-duplicating spam. As a result we were blacklisted by major ISP's and various online anti-spam databases which dramatically compromised our communications and operations with the outside world."

"Another separate IT interruption saw management lose an important lease deal for a potential store."

With MailGuard in place, Lincraft should never lose business opportunities, or face nasty threats from malware again.

Best of all, says Fu, it was an easy system to put in place, despite Lincraft having limited IT expertise and resources. MailGuard provides a reliable solution, so Lincraft can be confident it is fully protected, which in turn allows staff to focus on essential operations, and future expansion.

"The entire implementation process was very simple and easy to manage," Fu says.

MailGuard sits outside the flow of network traffic, filtering all inbound and outbound email through multilayered protection systems located across its global data centres. The algorithmic approach towards early detection of spam and malicious emails meant an immediate drop in spam going Lincraft's way. It is also backed up by highly responsive technical and customer assistance.

"MailGuard's support staff are very helpful and prompt. They are well trained and are always dedicated in providing advice to improve our operation," Fu says.

"I like the initiative they've taken to enhance the existing solution, rather than pushing for yet another product to gain more sales. For this reason, MailGuard is more than just another outsourced service!"



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