



CUSTOMER CASE STUDY

Australian Football League





The Australian Football League (AFL) is Australia's pre-eminent professional sporting competition

Founded in 1896, the AFL now has an annual viewing audience of more than 85 million. The sport has the third-highest number of recreational participants and players of any Australian sport, and is supported by more than 900,000 club members. A women's league was inaugurated in 2017.

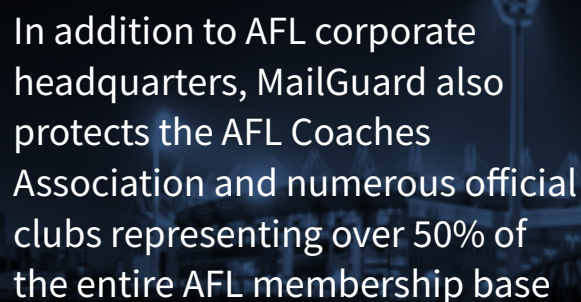
The AFL has a comprehensive, professional administration arm led by Chief Executive Officer, Gillon McLachlan. The IT management team oversees the digital assets and associated analytics of the AFL website, as well as all 18 club websites and applications, receiving over four million unique website visitors per month.

Effective solutions for busy IT managers

"Being a high profile entity, we were receiving an inordinate number of junk emails, in addition to dealing with virus concerns that were growing daily," explains Former IT Manager, Tony Abate. "Since 2002, MailGuard has effectively resolved both virus and spam issues for the AFL. It only took a few minutes to work out that adopting MailGuard to undertake our content filtering needs was going to actually save us money and time in people and bandwidth usage, as well as improving our security."

Simple set up and intelligent online reporting

Tony Abate explains MailGuard is "very simple to set up, and has blocked tens of thousands of junk emails and viruses from coming into our system...I can access online reports at any time and these provide useful management statistics on network user numbers, email usage, email sizes, internet access and virus stops that have taken place. This is the sort of data that is of enormous assistance for planning purposes."



In addition to AFL corporate headquarters, MailGuard also protects the AFL Coaches Association and numerous official clubs representing over 50% of the entire AFL membership base

Set and forget

Freeing up internal IT resources

The biggest challenges in fighting malicious email include staying ahead of fast-breaking threats and maintaining the security of your workforce's IT infrastructure.

MailGuard's technical advantages

- MailGuard's category-leading cloud-based solution filters all inbound and outbound email traffic, verifying the legitimacy of content via our hybrid AI threat detection engines.
- MailGuard is entirely hosted, there are no software installations, updates or patches required—meaning no resourcing impacts to your internal IT administration.
- There are no hardware or software overheads, saving you costs and streamlining administration wherever possible.
- MailGuard's unified console for customers empowers our customers with insights for IT management.

Illicit content blocking

Preserving organisational integrity

"It is reassuring to know that viruses and unwanted mail is intercepted (by MailGuard) before it gets a chance to enter the AFL's network" says Abate. "What is particularly important to the AFL is the perception the market has of us as an organisation. Some emails and attachments have the potential to conflict with our wholesome family image. Again, MailGuard helps us quarantine these offensive or questionable emails prior to either entering or leaving our organisation."

Privacy regulations

Compliance made easy

AFL adopted MailGuard to meet compliance requirements in the *Privacy Act 1988*. "We need to meet certain privacy requirements for both internal and external email activity," said Abate. "The AFL must ensure that all employees receive and agree to its email privacy policy as well as, upon request, be able to provide users with details of what is logged of their email and internet usage. MailGuard undertakes all of this for the AFL."

The cybersecurity problem

The Australian Football League (AFL) was experiencing an escalating volume of spam email, doubling in volume every two months

As well as being hit with substantial costs to manage and update their anti-virus software, IT were using their time and resources to reactively manage the fallout from email spam and viruses—precious time which could have been allocated to other projects. Concerned about the negative impact spam problem could have on their public image, the AFL engaged MailGuard to provide email security solutions.

Cybercriminals hack into IT systems using malicious email. Once in, datasets can be scraped and sold on the dark web. The larger the dataset, the larger the potential victim pool and financial gain for cybercriminals.

The solution

MailGuard's content filtering services enabled the AFL to meet anti-virus, anti-spam, illicit content filtering and Privacy Act compliance requirements

The benefits

- Easily provisioned, real-time and low cost solutions to inbound and outbound email activity, ensuring peace of mind to the AFL executive team
- Fully managed secure email filtering to eradicate unwanted content
- Actionable insights from customer analytics reporting and dashboards
- IT staff freed up to apply their skills to higher value activities

GET CYBERREADY WITH MAILGUARD

We identify and stop fast-breaking attacks in real-time, 2-48 hours ahead of the market

Contact a security expert now for an obligation-free, 14-day trial

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