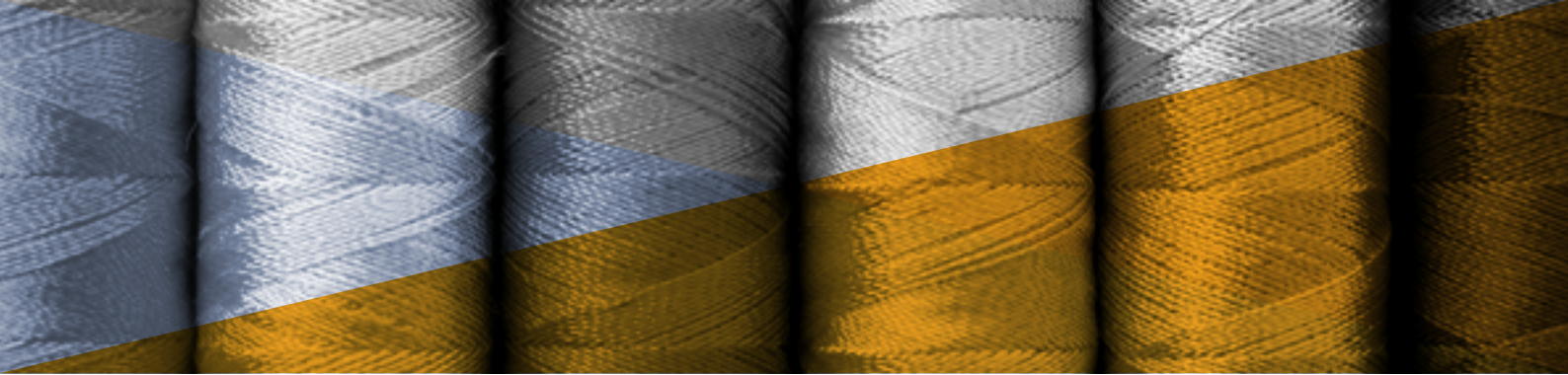




CUSTOMER CASE STUDY

**Lincraft**





## Lincraft Australia is one of Australia's leading retailers of homewares, crafts & haberdashery, operating over 50 retail stores nationally

**The business also manages an online store offering a diverse range of products, project ideas and how-to-make information, as well as housing its customer club database**

Lincraft has been protected by MailGuard's software-as-a-service (SaaS) solutions since January 2009. It actively prevents harmful viruses and spam from entering their corporate networks. This security is vital for Lincraft's retail and online operations.

"MailGuard was our best IT investment last year, says Lincraft help desk specialist Ching Fu.

### **Reducing down-time for digital marketing and communications**

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Lincraft's former in-house mail filter system was outdated and its performance was severely limited.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.

## With limited in-house expertise and resources MailGuard offered Lincraft a reliable email security solution

MailGuard was an easy and reliable system to put in place, so Lincraft can be confident they're fully protected from increasing cybercrime. This allows staff to focus on essential operations and future expansion.

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

**24 hour, seven-days a week, 100% free customer service**

“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!”

**MailGuard's security filters Lincraft's email using multi-layered protection**

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 for Lincraft.

Backed up by highly responsive technical and customer assistance, Lincraft continues to use MailGuard as their email security platform of choice.

# The cybersecurity problem

Lincraft's email domain was infected with self-duplicating spam. As a result they were blacklisted by major ISP's and various online anti-spam databases which dramatically compromised their communications and operations with the outside world.

## The solution

Lincraft implemented MailGuard, which seamlessly works to filter every email that comes into and out of Lincraft's network.

With MailGuard's managed anti-spam and anti-virus solution being updated constantly, Lincraft can focus on the day-to-day of their retail business—both online and instore.

## The benefits

- Lincraft experienced an immediate drop in spam, backed up by highly responsive technical and customer assistance.
- They can now focus on digital marketing and other technology needs of the organisation and its staff without fear of spam.
- Reduced costs in hardware, systems maintenance, and reduced data transmission/storage fees made MailGuard a very attractive solution for Lincraft.

### GET CYBERREADY WITH MAILGUARD

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