



CUSTOMER CASE STUDY

# Bakers Delight





Bakers Delight have been baking the same way for 40 years to give customers their signature delightful experience, and are now in more than 700 locations across four continents, including Australia, New Zealand, Canada and the U.S.

**In 2003, the franchise group, which sells more than 13.3 per cent of all bread retailed in Australia, was impacted by a cyber incident.**

Despite deploying server-level antivirus protection, the Bakers Delight head office fell victim to the Bugbear worm. Spreading quickly via email and shared network resources, the worm attempted to disable various antivirus and firewall programs.

Despite the best efforts of the in-house Bakers Delight IT department, the severe impact of the worm led the group's Information Services Manager, Peter Carrodus, to consider outsourcing the organisation's email filtering.

"As an IT department, we're a small department, a multi-skilled department and we all have to lend a hand in many different areas. I didn't see that as a particularly good model for security," Carrodus says.

Carrodus turned to MailGuard to protect their teams at the Bakers Delight head office, and regional offices.

**Managed email security allowed Bakers Delight to focus on what it does best — baking bread.**

"Our business relies on email so much because we have multiple sites that we have to communicate with, including our regional offices and the bakeries," Carrodus says. "I think our bakeries handle things well but, at the end of the day, they're in the business of baking bread."

While virus protection is Carrodus' number-one priority, he says MailGuard's antispam and AI-powered email filtering service has more of an impact on day-to-day activities.

"We've noticed an incredible amount has been stopped and that has certainly been well received by our user population. From an IT point of view, we think it's great because it's less threats and garbage in our server logs and less traffic we have to receive."

## Seamless set up

Switching to MailGuard was a seamless set up process, with zero infrastructure changes required, and no technical up-skilling was necessary.

After the shift to MailGuard, Bakers Delight staff no longer experience the frustration from spam, congesting networks with large, uncontrolled attachments, along with the fear of a viral outbreak or breach from a sophisticated zero-day email threat like ransomware, phishing or BEC (Business Email Compromise).

Bakers Delight didn't need to make changes to their email infrastructure. They only needed to request their ISP to redirect their Domain Email Configuration (or MX (Mail-Exchange) record) to point to MailGuard's servers, where emails are scanned and filtered before safe email is delivered to end user email inboxes. Anything that appears malicious or concerning is quarantined for review by the Bakers Delight IT team, with safe email also subsequently released to their team after inspection.

While MailGuard's users can customise and closely monitor antivirus and spam filtering via a management console, many clients never see the need to log into the console. Some clients don't have vast in-house IT technical skills, viewing antivirus and email filtering as something they cannot resource internally for hours a day. MailGuard has solutions for every business, so ask one of our experts about what's best for your needs.

## Technical recipes for email filtering success

For Bakers Delight, MailGuard initially used 'blackhole lists' to block incoming mail from IP addresses of suspected spam offenders. These senders move to a weighting system, which judges each email on its merits.

The email filtering system employs AI-powered threat detection engines to generate a profile for each customer of what a legitimate and safe email is likely to look like.



# The cybersecurity problem

Despite having server level anti-virus protection already in place, the Bakers Delight user network were vulnerable to zero-day email threats, and they ultimately fell victim to the Bugbear worm.

## The solution

A specialist advanced email security solution in MailGuard, allowed Bakers Delight to outsource their protection to a category leading AI-powered SaaS vendor that is continually optimizing its network.

MailGuard defends Bakers Delight against evolving fast-breaking zero-day email threats, with sophisticated email filtering keeping end user bakery, and head office and regional office staff, protected.

## The benefits

- The Bakers Delight IT team can fully protect their distributed network of users within the network, simultaneously delivering the constant supply of legitimate safe emails.
- Users no longer experience the frustration of spam and malicious zero-day threats slipping through, resulting in congested networks from large, uncontrolled attachments, and a persistent fear of a viral outbreak or that a team member will inadvertently click on a malicious link or download a dangerous file.
- Email policies, statistics and a more efficient utilisation of data storage were other important management outcomes.

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