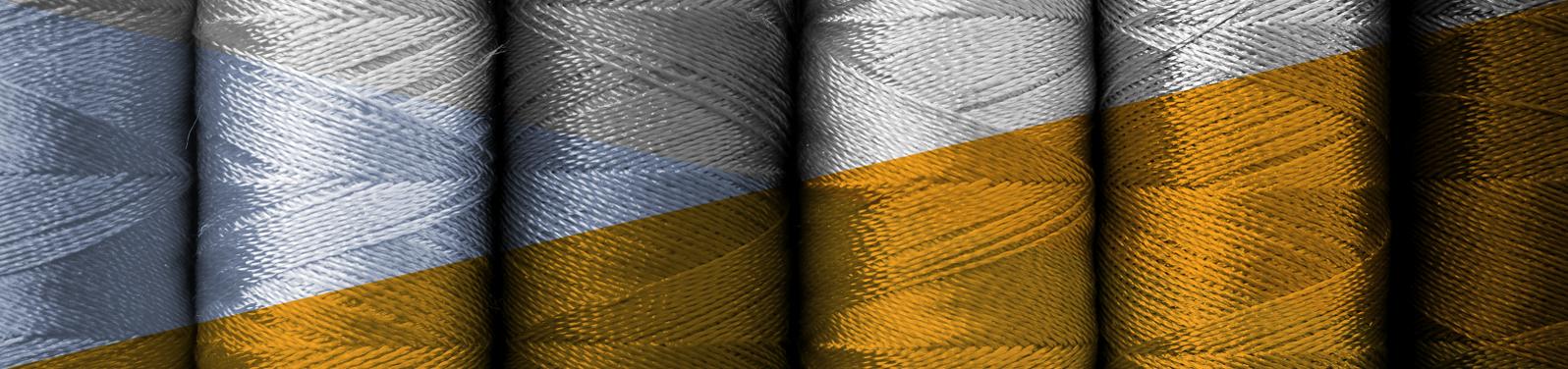




CUSTOMER CASE STUDY

Lincraft





Lincraft Australia is one of Australia's leading retailers of homewares, crafts and 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, advanced zero day threats from entering their corporate networks. This security is vital for Lincraft's retail and online operations.

"It was our best IT investment last year." says Lincraft IT 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Lincraft's former in-house email filtering system was outdated and its performance was severely limited.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 it is 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.

24/7, expert customer service for MailGuard customers

“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 AI-powered 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, AI-powered 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. 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 AI-powered, cloud email security being updated constantly Lincraft can focus on the day-to-day of their retail business, both online and in-store.

The benefits

- Lincraft experienced an immediate drop in threats and 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 compromise.
- 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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