



CUSTOMER CASE STUDY

# McPherson's Consumer Products



CYBER  
READY



mailguard



## McPherson's is a leading supplier of health, wellness, beauty, household, and personal care products in Australasia

**With a large customer base, including the region's leading retailers, brand trust is crucial to the 10,000-plus retail outlets that stock their products**

McPherson's Consumer Products manages significant brands for overseas agency partners, and a diversified portfolio of owned market leading brands, so industry-leading cybersecurity and online communications is absolutely essential for managing extensive customer relations and supply chains.

McPherson's Operations Manager, Margaret Watters, states MailGuard's Software-as-a-Service (SaaS) solutions more than satisfies that criteria. "Since we have been using MailGuard, we have not received or sent a single email virus, and our IT department had no problems getting up to speed with the service," says Watters.

In addition to protecting against viruses, MailGuard's dynamic solution has stopped spam that once flooded McPherson's email system. MailGuard filters all of McPherson's inbound and outbound email, located across global data centres through multi-layered protection systems.

Eliminating spam on McPherson's servers allows faster routing of genuine mail to employees, increasing productivity and bolstering the company against cybersecurity risks.

Efficient and effective information processing and communications is crucial to McPherson's. MailGuard's services have freed up McPherson's valuable in-house resources, allowing them to focus on clients instead of monitoring email.

McPherson's relies on MailGuard to deliver secure business email communications. "We are confident that we are not sending our customers and suppliers viruses or junk mail," says Watters.

Because McPherson's is a global business operating in multiple time zones they appreciate the availability and quality of MailGuard's 24/7 support, ensuring issues are dealt with quickly and professionally.

## High profile cyber attacks in the retail sector



### Total cost of Target's data breach in 2013

Data from **110 million customers** and **40 million credit card numbers** were stolen due to a spear phishing email. The breach went undetected for two weeks resulting in settlement claims totalling USD\$18.5 million.



### Phishing email enticed victims to complete a survey

Global cybercriminals are attuned to local markets and have no qualms about exploiting opportunities, coinciding this scam with Amazon's launch in the Australian market.

**“I regularly deal with many support teams and MailGuard is the best I've ever worked with. They make my job so much easier.”**

*— Operations Manager, McPherson's Consumer Products*

# The cybersecurity problem

Industry-leading cybersecurity and online communications is absolutely essential for the successful operation of McPherson's company.

Email communication across overseas supply chains and their own portfolio of owned brands needed solid cybersecurity.

## The solution

After implementing MailGuard, McPherson's noticed a massive reduction in spam, viruses and phishing emails. Our high-level technical support was on hand, 24/7 to assist McPherson's operations team, who now have extra resources to focus on business critical matters.

## The benefits

- Simple to implement with no hardware or software to purchase and maintain.
- 'Report as Spam' functionality ensures a fast way to report emails that are actually spam.
- Reduced internet traffic and no overuse of internet quota.
- Receiving only safe and clean emails, as well as a much more secure internal business network.

### 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.

PHONE 1300 30 44 30

EMAIL [expert@mailguard.com.au](mailto:expert@mailguard.com.au)

WEB [mailguard.com.au](http://mailguard.com.au)

