



Fast-Growing UK Estate Agency Chooses Trend Micro for Stopping Spam

As the UK's number-one estate agency, Andrews & Partners prides itself on delivering the highest possible levels of service to its customers. The company relies on extensive information sharing capabilities between clients and staff, and must guard against the disruptions caused by spam attacks.

“Andrews carried out a trial test of Trend Micro™ Spam Prevention Solution for one month and the results were phenomenal—our helpdesk was inundated with calls from delighted users, asking what we'd done. Our customers commented on the improvement, too. The decision to keep the software after the trial was an easy one to make.”

— Andy Ferrington,
ICT Manager,
Andrews & Partners

KEY BENEFITS

- Allow end users to manage their own spam with personally created white and black lists, reducing the administrative burden
- Improve protection against identity theft and loss of confidential information with advanced anti-phishing technology
- Block spam with multiple defenses: advanced heuristics, statistical analysis, signature filtering, black lists, and white lists

Unmanageable Quantities of Spam

Andrews operates a professional and friendly service that utilizes cutting-edge technologies. The company was quick to recognize the value of the Web as a potential business tool. As part of its ongoing drive to maximize information sharing for both clients and staff, Andrews decided to enhance critical communications using email. Like many successful organizations, Andrews soon became a victim of its own innovation as the in-house staff received an onslaught of spam that reached an all-time high in 2006.

“We were using traditional blocking lists to keep spam under control, but it soon became apparent they were just not sufficient. The increase had been a gradual one, but we reached a point when our staff found spam levels almost unmanageable. With employees digging through hundreds of emails just to find and respond to legitimate correspondence, something had to be done,” said Andy Ferrington, the ICT manager at Andrews.

Following a particularly dramatic increase in spam emails, Ferrington and his team decided it was time to take a fresh approach.

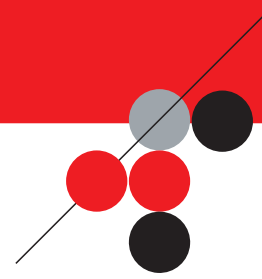
High-Level Project Goals

- Recover employee productivity by reducing spam.
- Introduce spam protection that does not interfere with system and network performance.
- Minimize the time required to install, deploy, and manage the spam solution.
- Give users control over blocking and allow them to manage their own blocking lists.

Why Trend Micro?

Immediate action was required to address the rapidly increasing problem. The company turned to network security specialists Oxygen Secure Systems. The experts at Oxygen Secure Systems recommended a solution that could be tailored to Andrews' specific security needs. “We had previously worked with Oxygen Secure Systems on a number of occasions, and were extremely impressed with their expertise and support,” said Ferrington. “We felt confident in both their approach and abilities.”

Based on an evaluation of available technologies, the security specialist team recommended a Trend Micro™ anti-spam solution with revolutionary blocking techniques. Oxygen Secure Systems had tested the Trend Micro solution within its own infrastructure, and had been tremendously pleased with the results. In particular, Andrews' partner explained that the Trend Micro Spam Prevention Solution works very differently from anything else currently available, and actually prevents spam from entering the network by blocking unwanted traffic before the gateway.



Instant Visible Results

"Andrews carried out a trial test of Trend Micro Spam Prevention Solution for one month and the results were phenomenal—our helpdesk was inundated with calls from happy users, asking what we'd done," said Ferrington. "Our customers commented on the improvement, too. The decision to keep the software after the trial was easy to make."

Multiple Spam Blocking Technologies

Today, Spam Prevention Solution gives Andrews a comprehensive, multi-layered spam blocking solution. Three distinct tiers of anti-spam protection combine to maximize the amount of spam that is caught before it hits email inboxes. The initial layer of protection is Trend Micro Email Reputation technology, which stops most spam threats at the connection layer before they reach the gateway. Figures from the Andrews trial period showed that Email Reputation stopped 80% of incoming connections.

IP Profiler provides the second tier of protection with customer-specific reputation services and a firewall against DHA and bounced mail attacks. The robust composite engine provides the final tier of protection by filtering any remaining spam and phishing emails before they enter an inbox. This combined approach applies powerful cross-analysis to ensure a highly effective anti-spam and anti-phishing solution.

Corporate Profile

Andrews & Partners • Keynsham, Bristol • www.andrewsonline.co.uk

Established in 1946, Andrews is one of the largest and fastest growing independent estate agencies in the UK and was voted Number One Estate Agency in the UK in 2006. The company has 71 branches across the South of England and employs more than 655 people to help thousands of people find new homes each year. Andrews aims to be the agent of first choice within its market. It is a founding member of Association of Residential Letting Agents (ARLA), a member of National Approved Letting Scheme (NALS), and others.

Industry/Vertical: Real Estate • **Employees:** 665

TREND MICRO PRODUCTS

Trend Micro Spam Prevention Solution
<http://us.trendmicro.com/us/products/enterprise/spam-prevention-solution/>

Trend Micro, Inc.

Trend Micro Incorporated is a pioneer in secure content and threat management. Founded in 1988, Trend Micro provides individuals and organizations of all sizes with award-winning security software, hardware, and services. With headquarters in Tokyo and operations in more than 30 countries, Trend Micro solutions are sold through corporate and value-added resellers and service providers worldwide. For additional information and evaluation copies of Trend Micro products, visit our Web site at www.trendmicro.com.

Trend Micro Inc.

10101 N. De Anza Blvd.
Cupertino, CA 95014, USA
toll free: 1+800-228-5651
phone: 1+408-257-1500
fax: 1+408-257-2003
www.trendmicro.com

