

## Red Condor Message Assurance Gateway™

### The Real Cost of Spam for City Workers Adds Up Fast

The **City of Petaluma** and the **City of Santa Rosa** have both seen dramatic cost savings and significant reductions in the Information Technology headaches associated with spam since they started using Red Condor. While the two cities went through different cost benefit decisions to determine why using spam management support made sense, the resulting benefits were the same.

#### A Tale of Two Cities The Economic Impacts of Spam on City Government

The City of Petaluma made the following analysis of the cost of spam before they implemented Red Condor. They estimated that low-volume users spent about 3 minutes per day dealing with spam, while higher volume users spent up to 6 minutes. That meant the City was wasting more than 7 hours per day just dealing with spam. Plus, there was additional time for the Information Support Analyst to handle customer support calls and investigate lost email (aka "false positives"). False positives are messages that are incorrectly identified as spam that must be re-located and re-delivered. They are another significant cost to businesses and a hidden cost of spam that is often overlooked. Ferris Research estimates the cost of false positives at \$50/year per user, but evidence indicates that number is too small. Consider one call to the city's technical help desk looking for an undelivered email, with the time spent of 10 minutes total. For \$50,000/year employee cost, that one call means \$4.16 in expense, not including loss of productivity. When the City of Petaluma added everything up, the total expense for spam for 120 users was \$62,750. They needed a better option.

The City of Santa Rosa took a different approach to evaluate the cost of spam. Using the city's actual Red Condor monthly filtering statistics, the city discovered that approximately 50% of its 191,000 email messages were spam during a single month. More than 68,000 spam messages with valid email addresses were not delivered to the city's employees (another 21,000 with invalid addresses were also stopped by Red Condor before they hit the city's email server). Assuming each spam message costs about \$.025 in employee time to open, process and delete, that equates to \$17,000 per month, or \$204,000 per year. The cost of Red Condor's solution was a small fraction of the savings being offered.

#### Red Condor: A Viable Solution

For both cities, Red Condor stepped in and solved their spam problems and more:

- immediately protecting and filtering email spam, spyware, viruses, and more
- eliminating email spooling problems and providing seamless email service
- offering SMTP Session Level Defense against denial of service and directory harvest attacks
- including Next Generation Filtering (Not reliant on behavior-based score models: Bayesian, Heuristics, Blacklists)
- protecting them with Email Disaster Recovery for up to 96 hours

Red Condor's next generation Vx technology™ links customers on-site appliances to Red Condor's powerful hosted network of servers. This provides contingency server resources in the midst of large scale spam attacks, and network resiliency in the case of an email server being unreachable.



#### BUSINESS CHALLENGE

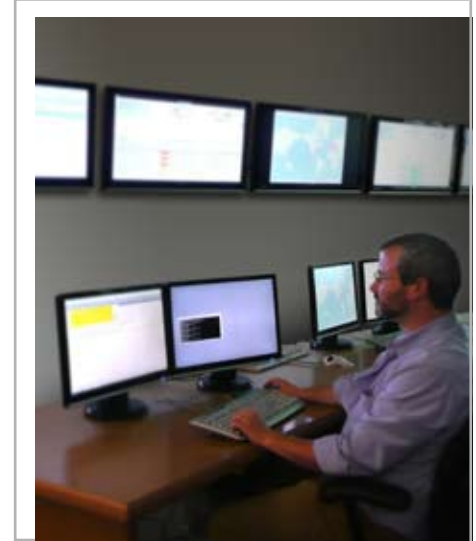
Solutions that are economic and help increase employee productivity, maintaining efficiency, seamless protection against spam.

#### RED CONDOR SOLUTION

The Red Condor Message Assurance Gateway blocks malicious email before it reaches the customer network. It provides simultaneous inbound and outbound security. It removes the burden of email-borne DoS (denial of service) and DHA (directory harvest attacks) on the email server and network connection. And it's a fully managed, network-resilient system with integrated emergency spooling of inbound email.

## About Red Condor

Red Condor is a managed service provider of highly resilient email security systems. Red Condor's email security eliminates spam, viruses, spyware, phishing schemes, and other offensive content, with perimeter defense against denial-of-service and directory harvest attacks. Red Condor leverages up-to-the-minute security threat information from its worldwide sensor network, and then applies defensive measures in real time. Red Condor's revolutionary Vx Technology provides network based load sharing and fail-over capabilities for customer appliances. It's unique technology blocks spam and malicious email while letting valid email through with near 100% accuracy, so users can be confident in secure and reliable email delivery. Red Condor's products and services are backed by a 24x7 customer care center staffed by email security experts at Red Condor's headquarters.



*Red Condor's Security Operations Center*

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