

*The way email was meant to be.*



# **CASE STUDY**

# **NOVATREND**

# EMAIL SECURITY IN THE CLOUD OR ON-PREMISES INCOMING » OUTGOING » ARCHIVING

Local Cloud » SaaS Managed Email Security on your own servers »  
API » Cluster-able » Synchronized » Frontend

Many open source filters comprise nearly 100% of your total hosting infrastructure and perform mediocre at spam filtering. Handling spam problems alone costs time, can lead to mediocre filtering and results in customer dissatisfaction. It is therefore vital to offer SpamExperts premium email security, available in the cloud or on-premises, to raise customer satisfaction, build loyalty, increase margins on your hosting offerings and ultimately, to reduce operating costs!

## Quick Read

NovaTrend Services GmbH is a hosting company, based in Switzerland, with having around 10,000 hosting customers. In addition, NovaTrend owns their own complete infrastructure, which is located in the InterXion datacenter near Zurich, Switzerland. Moreover, a wide range of products, such as shared hosting, business hosting, reseller hosting, dedicated servers, domain registrations and groupware solutions, are offered.

## Challenges

NovaTrend was facing three main challenges. Firstly, customers were complaining about the large amounts of spam. Secondly, their open source solutions were comprising too much on their total hosting infrastructure and were slowing down their servers. Finally, great amounts of time were lost on checking log files for lost messages.

Furthermore, these problems resulted in customers consistently deleting large quantities of spam mails every morning while opening their inboxes. At the same time, the support staff of NovaTrend had to dedicate lots of efforts to help customers tweaking the filtering configurations to achieve better filtering performance. Moreover, due to servers overloading, NovaTrend was forced to make more resources available to process email faster than initially required.



## Customer profile

<b>Company</b>	NovaTrend Services GmbH
<b>Location</b>	Winterthur, Switzerland
<b>Industry</b>	Web Hosting
<b>Number of Domains</b>	10,000
<b>Products in Use</b>	Local Cloud (Incoming Email Filtering)
<b>Website</b>	<a href="http://www.novatrend.ch">www.novatrend.ch</a>

## Implementation

NovaTrend decided to implement the SpamExperts Incoming Spam Filter on their own hosting infrastructure in order to face their challenges. A cluster with 4 synchronized servers was set up by SpamExperts directly in the datacenter of NovaTrend. The Incoming Filter now filters all spam messages for their 90 web servers, containing more than 10,000 domains.

In addition, NovaTrend recently extended their activities with the usage of SpamExperts by deploying the Outgoing Filter as well as to further the integration of SpamExperts products into their offerings.

## Benefits

The implementation of the SpamExperts solutions resulted in **improved filter quality**, as SpamExperts Local Cloud incoming email filtering is currently achieving results of nearly 100%, with almost 0 false-positives. Moreover, NovaTrend now has **access to an efficient log search via a web-based frontend** and increased the speed of their web servers significantly. What's more, SpamExperts is significantly **more time-effective**, as the SpamExperts team does maintenance, and more importantly, customer satisfaction has increased.

## Target Reached

*"SpamExperts did the complete setup of our filter cluster. Combined with scripts and information containing information about the configuration, our control panel/mail server managed to work perfectly together with SpamExperts. In case of questions, we can always count on the immediate support of the friendly SpamExperts support team!"*, says Michael Brunner, Chief Technology Officer at NovaTrend GmbH.

## Next steps

**Contact** us to discuss your email security needs!  
<http://www.spamexperts.com>  
[info@spamexperts.com](mailto:info@spamexperts.com)

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**SpamExperts B.V.**

Rokin 113-115  
1012 KP Amsterdam  
The Netherlands

Phone +31 20 820 0004

Fax +31 43 711 3801

[info@spamexperts.com](mailto:info@spamexperts.com)

For more information and a free trial, please go to  
[www.spamexperts.com](http://www.spamexperts.com)