

*The way email was meant to be.*



**SPAM EXPERTS**  
SIMPLY SPAM FREE

# **CASE STUDY**

# **GENIOUS COMMUNICATIONS**

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

## Capitalize on Email Security: Reduce Client Churn Rate & Increase Revenue » Webhost Integration & Automation » Plugins » API

Nowadays, 96% of the world's email traffic is spam, and therefore, any web host should have a robust email security system in place to defend itself and its clients against the influx of spam and related threats. Not handling your spam problems, will most likely result in customer dissatisfaction. So stop spending resources on mediocre filtering, start delivering SpamExperts premium email security and build new revenue streams!

### Quick Read

With more than 10 years of experience in Web hosting industry, Genius knew how to offer, during the last years, Web solutions adapted to every single client. Genius Communications is currently one of the largest web hosts in Morocco and the only ICANN accredited registrar in North Africa. Moreover, Genius is specialized in Domain Registrations and Managed Hosting Solutions: Shared, -Reseller, -Cloud & Dedicated Hosting.

### Challenges

Genius Communications was experiencing troubles, as spam was too time -and energy-consuming. In addition, Spam, which is constantly being send in large quantities, not only poses a threat to your network, but also demands precious resources in order to sort out false-positives, adjusting filtering mechanisms (if in place), and ultimately diminishes your business productivity.

Prior to SpamExperts, Genius was utilizing a hardware appliance, which is not cost -and time-effective, compared to cloud-based solutions like SpamExperts.



### Customer profile

<b>Company</b>	Genius Communications
<b>Location</b>	Marrakech, Morocco
<b>Industry</b>	Web Hosting & Domain Registrations
<b>Number of Domains</b>	2,500 incoming, 50 archiving
<b>Products in Use</b>	Local Cloud - Incoming Email Filter & Email Archiver
<b>Website</b>	www.genious.net

## Implementation

Genious Communications has deployed the SpamExperts Local Cloud on their own hosting infrastructure. The SpamExperts fully managed Local Cloud is currently filtering all incoming mail, intended for 2,500 domains. In addition, some large enterprise clients are making use of the SpamExperts Email Archiver, which is necessary in order to comply with legislation, as incoming -and outgoing email must be legally treated and stored the same way as postal communication.

## Benefits

The benefits were and still are manifold. First of all, the SpamExperts incoming email filter is currently achieving results of around 99.98%, with nearly 0 false-positives and **finally relieved Genious of their spam issues.**

What's more, according to Genious Communications, **value-added services were clearly enhanced** after the deployment of SpamExperts, as SpamExperts increases margin on their hosting offerings.

## Target Reached

According to Hamza Aboulfeth, CEO at Genious Communications, Genious Communications has found the best email security solution to fit his needs! *"We needed an Email Protection Provider, and I guess we have found the ONE! Lovely staff, very helpful and proactive support. I'd advice SpamExperts to anyone in the hosting industry if they want to enhance their product offerings."* In addition, Mr. Aboulfeth is very content about enhancing his value-added services to his clients and more than satisfied about the SpamExperts Support Team.

## Next steps

---

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

Take a **Free Trial** to convince yourself of the quality!  
<http://trial.spamexperts.com>

**Buy online** to enjoy „The way email was meant to be!“  
<http://shop.spamexperts.com>

*The way email was meant to be.*



**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)