



# Essendon Football Club Gains Immediate ROI with M86 MailMarshal and M86 WebMarshal

## Client:

Essendon Football Club

## Web Site:

www.essendonfc.com.au

## Number of Users:

120

## Requirements:

Web and Email Filtering

## Filtering Solutions:

M86 WebMarshal and M86 MailMarshal

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Raman Tiruchunapalli  
Senior Network Administrator  
Essendon Football Club

## Background

One of Australia’s most successful Australian Rules football clubs, Essendon Football Club has won the most premierships of any Australian Football League (AFL) and Victorian Football League (VFL) club.

With more than 40,000 members and 100 staff, secure email and Internet plays a vital role in underpinning operations.

Essendon Football Club requires consistently high Internet bandwidth speeds to update its website regularly. Featuring the latest news, competitions, player and coach interviews and live press conferences in real time, the website attracts more than 15,000 unique browsers and is a key communication vehicle for the Club.

Email is also an essential communication tool for the Club, allowing staff to communicate efficiently with fans, business partners and each other.

## The Challenge

By 2009, Essendon’s Internet bandwidth speeds had slowed significantly as a result of increased technology usage and more users on the system. It took 30 to 40 minutes for staff to upload a 30MB file to the Internet.

Spam was also out of control. Staff were receiving 300 to 400 spam messages in their inboxes daily and consequently IT staff spent a large portion of their day managing staff complaints.

Essendon’s previous email security solution was not very user friendly – updating user rules was complicated and time-consuming – and it no longer provided adequate spam protection.

The Club required an email security solution that would identify and block spam at the gateway rather than desktop, minimising further bandwidth consumption. It also needed a Web security solution that would enable IT staff to effectively monitor and manage excessive bandwidth consumption and costs, as well as preventing staff from visiting malicious websites or downloading malware, and enforce its Acceptable Use Policy (AUP).

## The Solution

Essendon reviewed email and Web security solutions from several vendors. “When it came to functionality, ease of use and pricepoint, M86’s products stood out,” said Raman Tiruchunapalli, Senior Network Administrator, Essendon Football Club.

“When we decided to migrate from Lotus Notes to Microsoft Exchange and increase our Internet bandwidth, we took the opportunity to upgrade our email security solution and for the first time deploy a Web security solution.

## “We’ve had a 100 per cent spam catch rate since implementing M86 MailMarshal.”

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Senior Network Administrator  
Essendon Football Club

I had used M86 MailMarshal SMTP and M86 WebMarshal for three years in my previous job and knew the solutions were the best on the market. We looked at other spam and Web filtering solutions, however, they were not as user friendly as M86's. Customising rules was complex and it was not as effective in controlling mail traffic,” said Raman.

“Also other solutions we looked at didn't link to Active Directory like M86 MailMarshal SMTP does which was an important feature for us. This allows us to block emails from senders not recognised on our system at the gateway.”

Essendon's IT team conducted trials of both M86 MailMarshal SMTP as well as M86 WebMarshal and were impressed with the initial results. Not only were they able to catch 100 per cent of spam hitting the gateway, but they were able to monitor Internet usage and ascertain what level of bandwidth the Club required to conduct business now and in the future.

A month after the trial, Essendon deployed M86 MailMarshal SMTP with integrated Norman AntiVirus protection for 110 mail users and M86 WebMarshal for 100 Web users.

“M86 WebMarshal's Web traffic monitoring capabilities showed us that our users do not use the Internet a great deal and that most of our consumption is associated with streaming live content to the Club website.

“It showed we only needed to increase our Internet bandwidth from 1MB/1MB (download/upload speed) to 2MB/2MB. Before the trial we thought we would have to upgrade to 4MB/4MB speeds which would have been unnecessary and costly, so implementing M86 WebMarshal really gave us an immediate ROI,” said Raman.

### **M86 Blocks 100% of Spam at the Gateway**

Since deploying M86 MailMarshal, Essendon staff have not received a single spam message in their inboxes and the Club's IT staff have not received a spam-related single staff complaint, allowing them to focus on other business critical tasks.

“We’ve had a 100 per cent spam catch rate since implementing M86 MailMarshal. All the spam is being blocked at the gateway and doesn't enter and clog up our network, which has reduced our bandwidth consumption.”

According to Raman, one of M86 MailMarshal's most useful features is that it integrates with Active Directory (AD) and automatically blocks incoming emails from users not listed on AD at the gateway.

M86 MailMarshal's spam management console is another feature that provides significant staff productivity gains.

“If users receive legitimate emails that are blocked as spam, they can release the email themselves, they don't have to rely on us. This saves me about three to four hours a week. Users can also create their own spam settings, giving them added flexibility and control.”

“The rules are easy to set up or change and really flexible. We regularly send out email newsletters to our member community and business partners. We don't want to give all staff the ability to send out bulk emails, as this could impact our network security and availability. M86 MailMarshal gives us the flexibility to allow only certain staff to send emails to large distribution groups,” said Raman.

M86 MailMarshal's advanced email control capabilities have enabled Essendon to reduce bandwidth consumption. These cost reductions and the savings made by upgrading to 2MB/2MB bandwidth speeds only, means Essendon staff can now upload a 40MB file in 15 minutes instead of 40 and download a Web page in five seconds rather than 50 seconds.

## Protection and Control

According to Raman, M86 WebMarshal allows the Club to control Web-borne threats and excessive bandwidth consumption without compromising the users' Internet experience.

"M86 WebMarshal's reporting features give us visibility of staff Internet usage and provides us with the tools to enforce our Acceptable Use Policies," said Raman.

"It lets us enforce our AUP by blocking or restricting access to certain Web sites, however we choose to trust our staff and use its reporting capability to manage staff effectively, if there is an infringement.

"About a month ago we had one user accessing huge bandwidth sites such as YouTube. With M86 WebMarshal reporting, we were in a position to generate a report based on usage and show the user how they had breached our AUP."

According to Raman, the level of technical support that M86 provided was also a highlight in his relationship with M86 Security.

"M86's support staff are very knowledgeable about the products and very responsive. When we first implemented M86 MailMarshal, we had an issue with an outbound email. M86's support staff took over via remote session and explained where the issue was. It gave me even more confidence in M86, because their staff really knew what they are doing and they are only a phone call away."

## ABOUT M86 SECURITY

M86 Security is the global expert in real-time threat protection and the industry's leading Secure Web Gateway provider. The company's appliance, software, and Software as a Service (SaaS) solutions for Web and email security protect more than 24,000 customers and over 17 million users worldwide. M86 products use patented real-time code analysis and behavior-based malware detection technologies as well as threat intelligence from M86 Security Labs to protect networks against new and advance threats, secure confidential information, and ensure regulatory compliance. The company is based in Orange, California with international headquarters in London and development centers in California, Israel, and New Zealand.

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