



M86 Security Helps the Forecast Remain Clear at The Weather Channel

Client:

The Weather Channel

Web Site:

www.weather.com

Requirements:

Email Filtering

Filtering Solutions:

M86 MailMarshal

“Between 50 and 60 percent of the e-mail messages are identified as either containing a virus or as spam.”

Christina Neustadt
Director of Customer Service
The Weather Channel

When The Weather Channel, a 24-hour cable network dedicated to providing weather news from around the globe, deployed M86 MailMarshal SMTP, they were facing two vital technology issues that needed immediate resolutions.

Background

In recent years, The Weather Channel had been troubled by worms, self-replicating viruses that reside in a computer's active memory. Though these worms do not typically alter files, their continual replication consumes system resources, slows or halts other tasks and can eventually infect an entire network.

The company viewed these viruses as a dangerous threat to both its internal and external operations. With approximately 200,000 emails per day coming through their system, they had to find a way to effectively protect their enterprise. In addition, the organization was in the process of rolling out WeatherFacts, a service designed to provide weather information, via email, to major hotel chains around the world. WeatherFacts is a revenue-generating product and any delays caused by harmful emails or a slow content filtering solution could potentially cost the company money.

These two issues led The Weather Channel to deploy M86's award-winning content scanning solution, M86 MailMarshal SMTP.

Summary

Since 1982, The Weather Channel has brought timely weather information to the world. Beginning as a 24-hour, 7-day television network devoted entirely to weather, it has expanded across several mediums to bring the breaking weather to its viewers and users.

Benefits

The Weather Channel now uses M86 MailMarshal to filter spam and obscene content from the 200,000 email messages per day that their nearly 800 associates receive.

“Based on figures available with M86 MailMarshal's reports, 50-60 percent of the messages are identified as either containing a virus or as spam. Those emails are now eliminated at the gateway. As a result, valuable network bandwidth and server resources are conserved,” states Christina Neustadt, Director of Customer Service, The Weather Channel.

Offers a Comprehensive Solution

Two key drivers led The Weather Channel to search for a content scanning solution: a recent influx of damaging viruses and the launch of WeatherFacts, a revenue-generating application that required a secure and reliable network to handle the thousands of emails the company planned to distribute on a daily basis.

To help them present a stronger case for investing in a powerful content scanning solution, the team of Christina Neustadt, Director of Customer Service, and John Penrod, Director of Network Architecture, began by first researching the costs associated with responding to viruses. They analyzed the costs in terms of time used by the help desk to respond and repair desktops and the productivity lost on the part of the end user. The team determined that it costs an average company approximately \$50 per incident, per hour with recovery time averaging anywhere from four hours to one day to resolve the issue. The expenses involved in response and repair, helped Neustadt and Penrod create a strong business case for deploying M86 MailMarshal SMTP to filter email for spam, obscene content and most importantly the types of viruses and worms that had damaged their network in the past.

The Weather Channel elected to go with M86 MailMarshal SMTP as their content scanning solution for a variety of reasons. Most notably, it offered a comprehensive solution that went well beyond content filtering, their most urgent need at the time. It also delivered anti-virus protection, robust reporting and email archiving for a safe and productive working environment.

A Powerful Content Filtering Solution

Since its deployment, M86 MailMarshal SMTP has been responsible for preventing tens of thousands of emails containing spam or viruses from ever reaching The Weather Channel. It filters spam and obscene content from the approximately 200,000 messages per day that their 800 associates receive. "Between 50 and 60 percent of the email messages are identified as either containing a virus or as spam. Those emails are eliminated at the gateway and as a result, valuable network bandwidth and server resources are conserved," explained Neustadt.

M86 MailMarshal also scans the 300-400 incoming viewer comment emails the network receives each week. Since that process has been automated with M86 MailMarshal SMTP, the IT administrator previously assigned to this task is now free to focus on more pressing issues.

Their vigilant monitoring of incoming email, along with their use of M86 MailMarshal's numerous capabilities, has enabled The Weather Channel to respond quickly to major threats. For example, when faced with the SoBig.F virus, a major worm that rapidly infected computers around the world, The Weather Channel was able to configure M86 MailMarshal SMTP to stop the infected attachments from reaching its network. Whereas a number of companies had to shutdown their systems because of SoBig.F, the Weather Channel was able to continue to conduct business with minimal impact from this virus.

In addition to scanning incoming email, the all-weather network's use of M86 MailMarshal to filter and route content for the more than 60,000 emails distributed by WeatherFacts, has contributed to the company's bottom line. Because WeatherFacts is a revenue-generating product any delays resulting from a slow content filtering solution could potentially cost the company money. M86 MailMarshal has helped to prevent any such issues.

M86 MailMarshal's features have also been beneficial to the Human Resources department at The Weather Channel. By using the product's scanning capabilities to enforce policies related to appropriate email use, the company has lowered the potential for loss of confidential data.

Conclusion

The Weather Channel received a return-on-investment almost immediately due to the multiple areas the product serves and how quickly and easily it was implemented and tuned to fit their needs.

The Weather Channel has not only been able to find a solution to the initial performance and availability problems caused by virus infections with M86 MailMarshal SMTP, the IT department has expanded on the product's original purpose and increased the benefits the company receives.

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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Version 03.31.10