

Security, Savings, Service, Stability: The Case For CleanMessage

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If you are reading this White Paper, chances are very good that you've already spoken to us on the phone, spoken to us in person, or visited our website. At this point, you're either ready to make a decision, or very close to making one. And if you haven't asked this question yet, you need to:

"How can my organization benefit from using CleanMessage?"

We're glad you asked. Here's how we can help your business's bottom line:

Security

Surfing the Internet unprotected is much like playing in traffic on a busy freeway. The question isn't *whether* you're going to get hurt; the question is *how soon* you'll get hurt.

The dangers include viruses and Trojans, key loggers (programs that install themselves on your computers and record everything you type), and phishing attempts (where a spammer sends messages that look like they're from a bank, Internet provider or other company, trying to get you to give up personal information). CleanMessage protects you by eliminating attacks before they have a chance to reach your mail server.* **The cost of protecting yourself is much lower than the cost of cleaning up afterwards.**

Savings

How much is your time worth? How many spam messages do you receive every day?

Consider the cost of lost productivity. Consider the potential costs of lawsuits caused by a hostile work environment (when employees receive porn spam). Consider the opportunities lost when a legitimate email from a prospective customer is lost in a sea of junk.

If your employees are sifting through large volumes of spam in an effort to find the email messages they need, they're not doing the work you are paying them to do. Again, **the cost of protecting yourself is much lower than the cost of doing nothing.**

*All mail coming through CleanMessage is scanned for viruses, but you still need to protect yourself by putting good anti-virus/anti-spyware software on your computers. Email is **not** the only way your computer can get infected.

Some common sense is in order here: Avoid downloading files from random websites; don't open email attachments that you aren't expecting, even if you know the sender; and avoid clicking on links in emails that ask for your password, credit card numbers, or other sensitive information.

Service

CleanMessage isn't the only company offering email security services. So why use us?

Many of the larger filtering services take a "one-size-fits-all" approach to filtering their customers' mail.

They filter what they filter, and that's it. The customer has little control over exactly what is filtered, and how tight the filters are (although they do offer a few controls on their website).

And if you have a question? Good luck getting in touch with them. You can't call them. You must log into your account and open a support ticket.

It is not appropriate to treat the customer this way. You are paying us to ensure that spam and viruses are kept out of your mailboxes, but you are also paying us to ensure that legitimate mail gets through. Mail delivery is a very serious issue to us, and our #1 goal is to make sure you receive the mail you want to receive. Problems? Questions? Call or email us. We WILL respond.

Stability

CleanMessage is owned and operated by Advancing Data Resources, Inc., an IT consultancy that has been in business for almost 25 years. As CleanMessage system administrator, I personally bring over 13 years of anti-spam experience to the table, starting with my duties as an email server administrator in late 1995, and including volunteer work for several anti-spam groups, including the Mail Abuse Prevention System (now part of Trend Micro), and the SpamCon Foundation.

ADR is dedicated to treating each of our clients with fairness and integrity. We go the extra mile to make sure your IT needs are met.

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