



## Spam No Longer On Exhibit at Display Products, Inc.

### Barracuda Spam Firewall 200 Blocks Unwanted and Inappropriate Email Saving the Small Business Time and Money

#### Spam threatens viability of email communication

Display Products, Inc., pioneered the use of custom fabric displays for the tradeshow exhibit industry in the early 1980s. Since then, it has provided its customers with the highest quality and most cost-effective solutions available for exhibits and special presentations. The company currently has 40 employees, half of whom require email access on a daily basis.

#### Protecting against inappropriate email

As with many small businesses, Display Products, Inc., President Tim Lightfoot, who also serves as the company's sole IT support staff, found that he was spending countless hours filtering through the deluge of spam each day. The daily onslaught of spam to the Display Products email server was not only a nuisance but had also become a potential human resource issue.

"The final straw was when one of our employees called me upset over a glut of pornographic material that had shown up in (their) inbox over the weekend," Lightfoot said.

Lightfoot took action immediately, researching various spam blocking solutions including software-based solutions for the server and workstation. He found that workstation-based solutions did not address server load issues since spam was still allowed to enter the email system.

Additionally, the best server-based solutions were too expensive, both in terms of licensing and for ongoing updates to spam and virus definitions. He also found that most were unable to effectively stop spam before it reached the company's single Microsoft Exchange Server.

#### Reports show return to productivity

Display Products ultimately chose the Barracuda Spam Firewall 200, which services up to 500 users, because it fit the budget and fulfilled one mandatory feature: outright rejection of spam. The tracking and message log feature of the Barracuda Spam Firewall 200 proves this capability, providing Lightfoot quantitative results that the investment he made is paying off.

"Every now and then, maybe once a month, I like to start the day with a cup of coffee and a browse of the Barracuda Spam Firewall 200 message log," said Lightfoot. "It's great to see the chart showing all the e-mail that was rejected and never made it into our system."

*"Every now and then, maybe once a month, I like to start the day with a cup of coffee and a browse of the Barracuda log... To me that is as good as a morning paper."*

-Tim Lightfoot  
President  
Display Products, Inc.



#### Barracuda Spam Firewall 200 Fast Facts:

- Services up to 500 active email users
- Compatible with all email servers
- Central admin from easy-to-use Web GUI

On one such review, Lightfoot found that the cumulative counter showed 12,000 of 23,000 messages were rejected outright.

"That is 11,000 messages that never took up space on our server or our network," he added. "To me, that is as good as a morning paper."

Since implementing the Barracuda Spam Firewall 200, Display Product employees has can now focus on more important issues and not on filtering through unwanted email. Additionally, having the Barracuda Spam Firewall 200 in place demonstrates that the company is taking steps to keep unwanted, and often inappropriate, email out of their inboxes.



### About the Barracuda Spam Firewall

The Barracuda Spam Firewall is available in seven models and supports from 50 to 30,000 active users with no per user licensing fees.

Its architecture leverages 12 defense layers: denial of service and security protection, rate control, IP analysis, sender authentication, recipient verification, virus protection, policy (user-specified rules), Fingerprint Analysis, Intent Analysis, Image Analysis, Bayesian Analysis, and a Spam Rules Scoring engine.

In addition, the entire Barracuda Spam Firewall line features simultaneous inbound and outbound email filtering with the inclusion of sophisticated outbound email filtering techniques, such as rate controls, domain restrictions, user authentication (SASL), keyword and attachment blocking, dual layer virus blocking, and remote user support for outbound email filtering.

The Barracuda Spam Firewall's layered approach minimizes the processing of each email, which yields the performance required to process millions of messages per day.



**Barracuda Networks, Inc.**

[www.barracuda.com](http://www.barracuda.com)

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