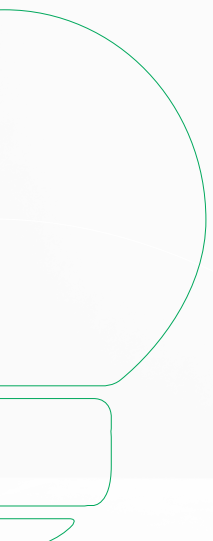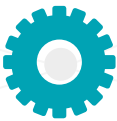# SYNAQ

INTERNET SOLUTIONS CASE STUDY:
SYNAQ SECUREMAIL
SECURES IS MARKET SHARE

ABOUT **INTERNET SOLUTIONS**

It's hard to think of the Internet without thinking of Internet Solutions, South Africa's first commercial ISP. Formed in 1993,Internet Solutions is the country's leading provider of Internet Protocol-based communications services.

Today, the company has the most stable,resilient and redundant network available, as well as the widest andmost innovative range of products for Internet users. Wholly owned by Dimension Data, Internet Solutions provides services to more than 80% of the companies listed on the Johannesburg Stock Exchange. It alsohas significant investments on both the East and West coasts of Africato effectively support data communications routed between thecontinent and the global community.

THE **PROBLEM**

In an age where the quantity and complexity of email-borne threats continues to grow unabated, Internet Solutions went on the hunt for a dynamic, customisable and scalable spam, phishing and malware detection system to support its vision of delivering competitive services to a rapidly changing online landscape.

Internet Solutions already offers a number of leading solutions from international third-party providers, whose products were geared towards large corporations and the needs of the global community. However, the company also wanted a solution that could address the surge in threats being custom-developed to infiltrate and exploit local targets. It also faced growing competition from emerging suppliers offering generic solutions based on similar proprietary offerings.

Furthermore, Internet Solutions wanted to engage developing market segments whose specialised needs demanded solutions that were more dynamic and scalable than many proprietary offerings. This type of solution would also enable Internet Solutions to develop features that would meet identified needs in the market to drive profitable areas of growth – a capability that would ensure the company stayed abreast of changing customer needs and expectations, and maintain its leading market position.
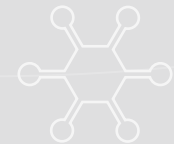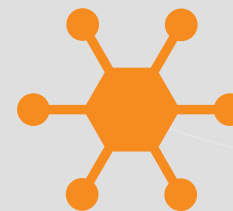
"To remain competitive in the local market, particularly in the burgeoning and dynamic SMME sector, we needed to be able to offer a diversity of messaging services," says Wayne Speechly, executive of Communications at IS. **"We therefore needed to gain control of the application lifecycle of a portion of our solution portfolio to ensure our customers had access to the latest in localised best-of-breed threat prevention."**

THE **SEARCH**

To find an effective solution that would provide control over the technology supply chain, Internet Solutions embarked on a search of all available options in the local environment. The ISP had recently acquired a majority shareholding in SYNAQ as part of a number of investments made in selected local technology companies that were advancing the field of Internet communications.

With 700 clients, and close to 80 000 users to migrate in a single "big bang" approach, SYNAQ was not chosen automatically, but was included in a list of vendors offering similar services. **"So critical were the criteria for the solution,"**says Speechly, **"that we had to look dispassionately at all contenders. Although there are** definitely many competent companies out there, SYNAQ's capabilities and solutions best suited our needs in this regard."

THE **SOLUTION**

SYNAQ's Securemail solution is one of the advanced email products offered by the company and provided Internet Solutions with several important benefits.

SYNAQ Securemail offers various protective mechanisms, including features such as user-defined blacklists and whitelists, and quarantining of infected messages. Granular reporting and analysis allows Internet Solutions to see where infrastructure changes might be required and provides fact-based justification for hardware investments. Rich, granular logging also lets the ISP monitor system performance at an operational level.

SYNAQ also has the ability to develop and control the technology behind its products. This gives Internet Solutions the flexibility to quickly introduce features tailored to specific market requirements at short notice. Because SYNAQ Securemail is built atop open technologies, any advancement that becomes

available through the global development community can also be incorporated into the system immediately. Additionally, SYNAQ has developed its own application framework that allows it to implement hot-pluggable custom features in a short period of time.

As a cloud-based multi-tenant product – as opposed to an onsite solution –SYNAQ has access to terabytes of consolidated usage data that can be analysed and utilised to advance the solution's functionality in the direction the market is turning in, specifically with regard to locally relevant data and threats.

SYNAQ Securemail links into various sources of spam, malware and phishing data to draw information into its unique signature database, the result of years of analysis. Because of the range of resources available, the company is able to identify new threats and update its database in real time to provide increased protection instantly.
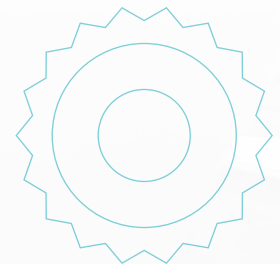
IMPLEMENTATION

Internet Solutions faced two mission-critical constraints that could not be compromised. First, business requirements dictated that any new platform be designed configured and installed within a three-month window.

Second, the technical nature of its existing architecture meant migrating clients in a single cutover with no room for error and no second attempts. With virtually no wiggle room available, SYNAQ worked closely with Internet Solutions' project management teams to ensure a seamless, invisible roll-out. The fact that SYNAQ Securemail was implemented within three months and all mail users were migrated in a single transfer with no major disruption in service is a testament to the synergy achieved between the two companies.

SYNAQ's ability to operate within tight constraints is due to two elements: the flexibility of the unique SYNAQ Securemail

infrastructure developed over the last decade, and the experience gained from focusing on doing one thing exceptionally well.

According to SYNAQ, the average ISP can expect to go live within one month.

OUTCOMES

Floyd Derry, Communications and Messaging Infrastructure Manager at Internet Solutions noted an immediate and substantial improvement in the ISP's ability to detect and block sophisticated local phishing attempts thanks to SYNAQ Securemail unique local phishing signature repository and the company offering (the only local 100% punitive phishing protection SLA).

Statistics over the first few months of implementation revealed that Internet Solutions handles between 190 million and 250 million mail deliveries per month for 665 companies across 2 207 domains for a total of 80 937 mailboxes on the SYNAQ Securemail platform. Of the messages transported, 87% of all mail was spam. SYNAQ Securemail effectively blocked nearly 8TB of wasteful data resulting in substantial savings in bandwidth costs for Internet Solutions' customers.

While Internet Solutions' operations will undoubtedly benefit from the available, locally relevant statistical information, the real value will come from its ability to glean a deeper understanding of the needs of its clients and develop value added services based on hard facts.

Internet Solutions can control the evolution of this product in line with changes in email security, thereby offering the local market a variety of options that are able to meet its unique needs. This gives the company a competitive advantage as it can offer a variety of products that are fine-tuned to specific market segments.

SYNAQ's entrepreneurial spirit and passion for innovation is very much in line with Internet Solutions' corporate culture. "SYNAQ is highly focused on the email technology space and it's something it does really well, says Speechly."

CONCLUSION

Today, email-borne attacks are so well targeted that each country faces unique threats.

"The battle against email-borne threats is now being fought on our home ground and that's where we need to up our game," advises Yossi Hasson, co-founder and CEO of SYNAQ. **"ISPs who fail to localise, face losing market share. Performance, innovation, economy, localisation – SYNAQ Securemail delivers on all fronts."** SYNAQ is well positioned to bring South African-centric solutions to local ISPs and their clients through its SYNAQ Securemail offering.

ABOUT **SYNAQ**

SYNAQ is a South African email technology company that produces one of the toughest cloud-based messaging infrastructures available today.

Since 2004, SYNAQ's flexible solutions have processed billions of emails while providing adaptive security against South African-centric mail-borne threats in a way international offerings cannot match. Because it resides in the cloud, companies and ISP's can quickly and seamlessly plug into the SYNAQ messaging platform to experience feature-rich messaging, security, archiving,branding and continuity, second to none.

Talk to us to find out more about how SYNAQ can help you expand.

CONTACT US