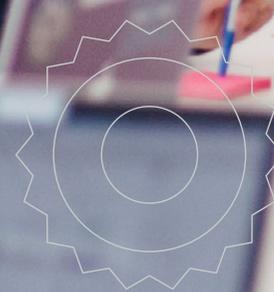
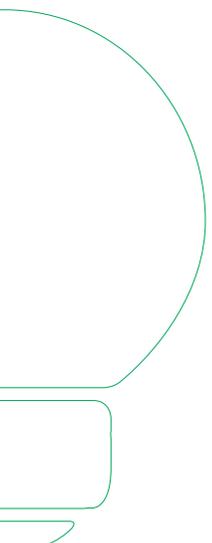


CASE STUDY

MARKETING2THEMAX

SYNAQ SECUREMAIL PREMIUM



ABOUT MARKETING2THEMAX

Marketing2theMax is a growing above- and below-the-line agency founded in 2009 that helps brands to achieve their potential through marketing strategies, concept and design, promotions, branding and more.

THE PROBLEM

Marketing2theMax was in the process of migrating to O365 but were wary of security after receiving a fraudulent email instructing their accounts department to pay a malicious invoice.

The spoofed mail caused alarm, especially since growth would likely invite more attacks and working remotely added to the security risks.

THE SEARCH

Marketing2theMax was looking for a local solution that could offer quick support. Their IT provider, Exponent, recommended a multi-layered approach to security and suggested SYNAQ's budget-friendly offering.

The agency was glad to hear that SYNAQ could seamlessly integrate with their O365 environment and even happier to hear that a branding tool was bundled with security. They felt it was imperative for a marketing and advertising agency to have properly branded emails. The price point was also a big advantage and MWeb's backing lent credibility.

THE SOLUTION

Marketing2theMax opted for Securemail Premium, SYNAQ's most comprehensive security package.

It includes advanced spam detection and virus prevention, Identity Threat Protection (ITP) to prevent phishing, Data Leak Prevention (DLP) to prevent sensitive information from leaving the business illicitly, LinkShield to protect users from dangerous links contained in emails, and Branding.





IMPLEMENTATION

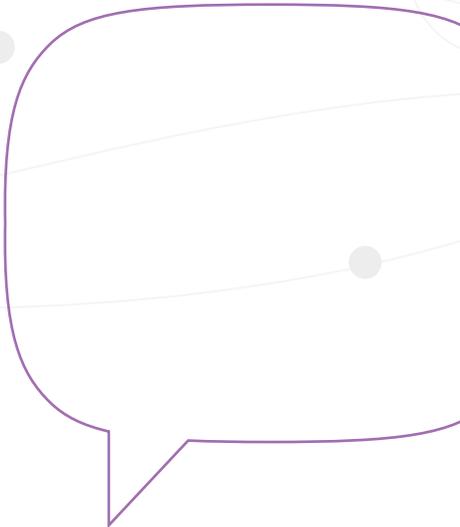
The implementation process was completely seamless and Marketing2theMax was very happy.

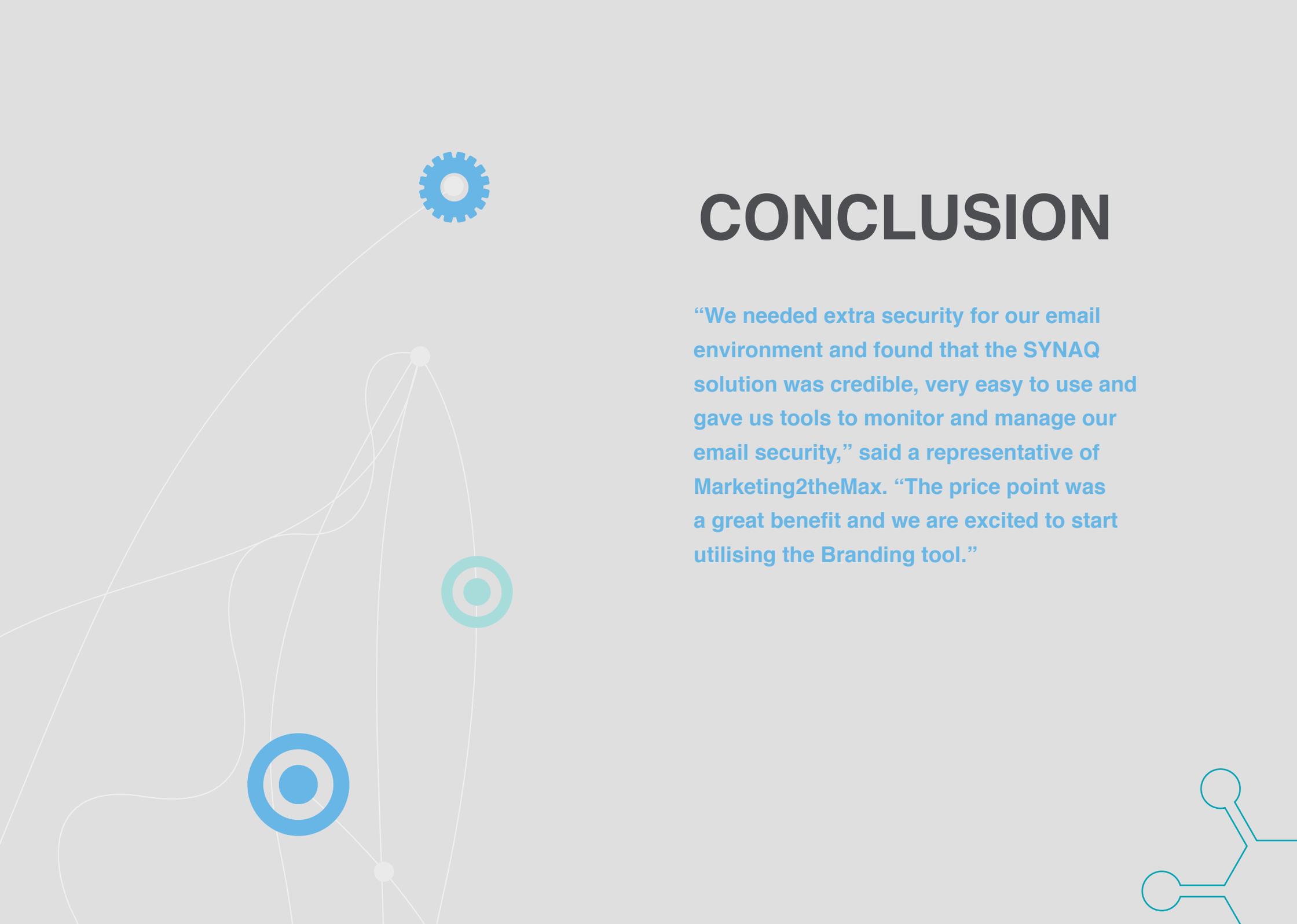
They found the back-end platform to be user-friendly and it took them only a short while to figure it out. The training sessions also proved to be very helpful.

OUTCOMES

Marketing2theMax reports that there have been no issues since.

Spam has been stopped, and they enjoy having an overview of their mail environment in real time. They did need to change the size of their mailbox, but were able to do so with minimal hassle.





CONCLUSION

“We needed extra security for our email environment and found that the SYNAQ solution was credible, very easy to use and gave us tools to monitor and manage our email security,” said a representative of Marketing2theMax. “The price point was a great benefit and we are excited to start utilising the Branding tool.”



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 that international offerings cannot match. Because it resides in the cloud, companies and ISPs can quickly and seamlessly plug into the SYNAQ messaging platform to experience feature-rich messaging, security, archiving, branding and continuity that's second to none.

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

CONTACT US

