

# guardian mail

Email Spam Filtering & Virus Detection



According to Ferris Research, it costs about \$0.04 in employee time to delete a spam email and \$3.50 every time an email is thought to be spam and deleted. They also estimate that 75% of message sent daily are spam.

- ✓ Free Backup Mail Service
- ✓ Spam Filtering & Virus Protection
- ✓ Compatible with All Email Programs
- ✓ Activation In 1 Simple Step
- ✓ Software & Hardware Free
- ✓ Nothing to Install, License, or Maintain
- ✓ No Up Front or Unplanned Expenses
- ✓ Average Cost is \$.07 - per day per user
- ✓ Daily Digest Reports
- ✓ Message Queue & Timing Algorithm

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Bridging Business & Technology

# The Cost of Spam

A 2004 survey estimated that lost productivity costs Internet users in the United States \$21.58 billion annually, while another reported the cost at \$17 billion, up from \$11 billion in 2003. In 2004, the worldwide productivity cost of spam has been estimated to be \$50 billion in 2005.

- Thomas Claburn, Information Week

## Can you afford a loss in productivity or even worse ...data?

Guardian Mail offers industry-leading spam and virus filtering accuracy that requires absolutely no maintenance, and is completely compatible with all email programs.

Guardian Mail solution is software and hardware free – it's a subscription service – activation involves one simple step, and filtering can begin within minutes after enrollment.

There is nothing to install, license, or maintain. Since there is no risk – no software to load, no equipment to configure -- there are no up front, ongoing, or unplanned IT expenses. Pricing is based simply on the number of users, with an average cost of about seven cents per person per day – a cost that includes spam filtering, protection against viruses, and backup mail service.

*It is estimated that spam cost businesses on the order of \$100 billion in 2007.*

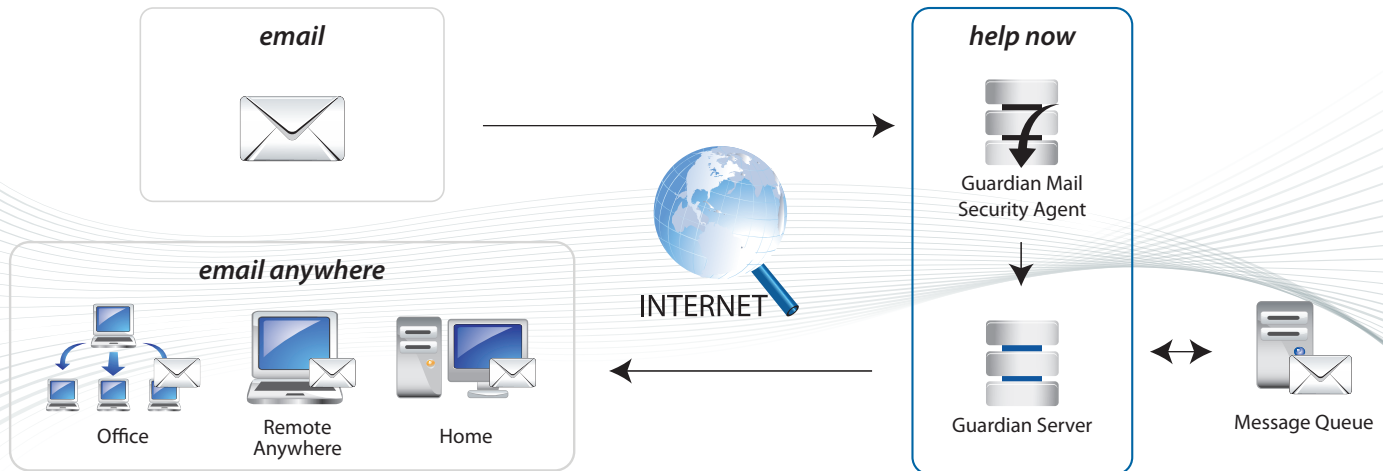
- Ferris Research

## Ensure productivity, even when the unexpected occurs.

- 1 In the event that your mail server is temporarily down or inaccessible, Guardian Mail acts as a message queue. No messages are lost, and people who send email to your organization do not receive error messages. The emails are simply stored and delivered once your mail server is back online. Using a timing algorithm to deliver queued messages Guardian Mail ensures that your mailbox won't get overwhelmed with a sudden barrage of queued messages once you're is back up and running.
- 2 In the event that your mail server is down or will be down for any extended period of time, Guardian Mail can provide on-demand, full-fledged backup mail services. Through a webmail interface, you can rapidly regain full inbound and outbound email communications, without the need to invest in hardware or software and with little or no prior planning.

Visit us at [www.Help-Now.com](http://www.Help-Now.com) for more on our entire Guardian Suite

## GUARDIAN MAIL



## Spam: Productivity Costs

Productivity Loss Through Spam:

- » Productivity loss from inspecting and deleting spam that gets missed by spam control products
- » Productivity loss from searching for legitimate email deleted in error by spam control products
- » Operations and help desk running costs

## Virus: Productivity Costs

According to a 2007 Impulse Research survey:

- » 85 percent reported that viruses have resulted in up to a half-day of downtime
- » 10 percent reported a whole day of lost productivity
- » 17 percent reported losses in productivity equal to more than 10 percent of the business's daily revenue

*A 2010 survey of US and European e-mail users showed that despite knowing the risks of opening spam e-mails, 46% of the respondents still opened them, putting their computers at risk.*

- 2010 MAAWG Email Security Awareness & Usage Report

