



PersonalizationMall.com

CUSTOMER SUCCESS STORY

PROFILE SNAPSHOT

Organization:

[PersonalizationMall.com](#)

Industry:

[Retail](#)

Licensed Users:

100

Abaca Solution:

[EPG 1000 with ReceiverNet™ Premium Service](#)

Abaca Protected Customer Since:

2007

Abaca® Email Protection Gateway™ solves Internet retailer's spam problem virtually overnight

PersonalizationMall.com is the world's largest shopping mall for personalized products. From anniversaries to weddings and everything in between, PersonalizationMall.com offers uniquely personalized gifts for any occasion or recipient.

Not surprisingly, a big part of PersonalizationMall.com's success as an Internet retailer comes from online marketing campaigns and web advertising. Many of the vendors who partner with PersonalizationMall.com advertise heavily on the web as well. The good news is that PersonalizationMall.com's sales are growing at 80 percent and the company expects to do \$30 million in sales this year. The bad news is that the company's email addresses are now on just about every spammer's list.

Spammers get around the rules

For PersonalizationMall.com's 80 office workers, sorting through the morning spam had become part of their daily routine. Newer users got less spam, but long-time employees—like the company's founder and Chief Executive Officer—often found their mailboxes flooded.

"We tried using the rules in Microsoft Outlook to block spam, but it didn't work," recalls Technology Manager Steven Diggory. He estimates that most email users spent 10 to 15 minutes a day dealing with spam.

To deal with the problem, PersonalizationMall.com installed an anti-spam hardware solution and tried it for a year. The solution reduced the amount of spam coming in, but the problem was still there. Worse, the anti-spam hardware was expensive to license and time consuming to maintain.

The company decided to try a different anti-spam hardware solution, and got similar, unimpressive results. "We didn't have much hope of finding an effective solution," Diggory admits now. "Everybody seemed to be using the same kind of approach."

Risk-free trial yields overnight results

But then Diggory saw an advertisement for Abaca's Email Protection Gateway on the web. "Abaca stood out because they do things differently," says Diggory. "And we really needed a new approach to our spam problem."

Abaca's money-back guarantee helped Diggory justify trying yet another anti-spam technology. "We threw a lot of money away on spam blockers that didn't work," he explains. "We didn't want to get burned again. Abaca's 30-day trial period and money-back guarantee took the risk away."

When the Abaca Email Protection Gateway arrived at PersonalizationMall.com, Diggory's team quickly installed the appliance, but found they needed help configuring it to work with their Microsoft Exchange Server. The team contacted Abaca's technical support, got the answers they needed, and had the Email Protection Gateway up and running within the hour.

By the next morning, the results were in. PersonalizationMall.com's spam problem had disappeared overnight. "We got into work the next morning and there was no spam in our mailboxes!" recalls Diggory. "It was amazing how fast Abaca solved our problem!"

Diggory wasn't the only one impressed. The very next day, PersonalizationMall.com's Chief Executive Officer Dan Rudolph personally sent an email to Abaca. "We are only in our second day of using your appliance," his note said, "but it already appears to me that you've got the box and software to beat....We finally found the guys who got it totally right."

"We used to spend a lot of time tweaking our previous spam blockers and not getting very good results. With Abaca, we don't have to do anything and the results are excellent."

**- Steven Diggory
Technology Manager**

Abaca's solution and support continue to impress

Since installing the Email Protection Gateway in May 2007, Diggory continues to be impressed with Abaca's solution. "Our spam-blocking rate is higher than 99 percent," he says. "Virtually nothing gets through."

He also continues to appreciate Abaca's outstanding technical support. In August, Personalization.Mall.com upgraded to Microsoft Exchange 2007 and wanted to make a smooth transition. Once again, Abaca's technical support got them up and running in almost no time. "Abaca's technical support is extremely responsive," says Diggory. "They always get back to us within half an hour with the answers we need."

The automated features and dashboard of the Email Protection Gateway make Diggory's work life easier in other ways as well. Abaca's appliance constantly updates its own software and definitions, a time-consuming process that Diggory's team had to do manually before. Abaca's dashboard clearly displays the system status and the amount of spam being blocked, allowing Diggory to keep a close eye on the gateway.

Not that there's much for him to do. "The Abaca appliance pretty much takes care of itself," he notes. "It sits there, doing its job, and the dashboard tell us that everything's okay. We used to spend a lot of time tweaking our previous spam blockers and not getting very good results. With Abaca, we don't have to do anything and the results are excellent."



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Case Study
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About Abaca®

Abaca Technology Corporation is an innovator in email protection and messaging security. Abaca's patent-pending technology, ReceiverNet™, offers an advanced approach in the fight against spam — providing unprecedented levels of accuracy and guaranteeing 99 percent spam filtration. Abaca has created a portfolio of innovative products and services based upon this core technology, thereby assuring users unparalleled messaging protection from spam, as well as viruses and phishing attacks. Abaca is a privately held company headquartered in San Jose, California. For more information about Abaca, please visit www.abaca.com.

To learn more or request a free evaluation, call us at 877.462.2222 or email info@abaca.com.