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- Gareth Wright, CTO, ITV plc

ITV spared 30 million unwanted email messages a month

The Challenge: Filter huge quantities of spam and ensure smooth delivery of legitimate business communication

ITV plc, a leading UK media company, depends on email for fast, efficient business communications, but this vital communication corridor had been subjected to ever increasing amounts of junk email. Each month the company's IT resources were taxed by growing quantities of spam email. In October 2006, the problem hit an all-time high, a massive 30,565,848 incoming spam messages.

The company sought a solution capable of effectively protecting its 6000 users from millions of spam emails, without running the risk that legitimate emails would be mistakenly blocked (false positives).

The Solution: ITV selects Commtouch Anti-Spam for "Strict IT Security"

"A strict approach to IT security means implementing the most advanced technology that appropriately solves a business issue," ITV's Chief Technology Officer Gareth Wright said, as he explained why he selected Commtouch for their anti-spam solution. ITV sought a solution capable of the highest spam blocking rates, without sacrificing that legitimate emails may be mistakenly blocked by over zealous engine. Gareth continued: "Commtouch's anti-spam solution delivers real-time protection without depending on fickle content filters or heuristics. Spammers are unable to penetrate by randomly varying keyword combinations, or using new image based techniques. Commtouch's RPD technology is very good at recognizing legitimate emails, so we are confident that we are receiving all of our business-related email."

Future-Proof Solution

Spam changes and grows so quickly that a solution that works well today won't necessarily be effective in the future. "One of the key benefits of Commtouch is that it is immune to spammers' changing tactics," Wright said. "We are confident that Commtouch's RPD technology will continue to effectively combat spam in the future."



Organization

ITV plc is a leading UK media company, owning all of the regional Channel 3 licenses in England and Wales, which together account for over 90% of ITV1 advertising revenues. ITV's production arm comprises the largest commercial television production company in the UK and one of Europe's largest program distributors. ITV owns the market leading cinema screen advertising businesses in the UK and Republic of Ireland and has similar joint ventures in continental Europe and the United States.

The company has 6000 computer users across the UK, and receives typically over 30 million undesired email messages per month.

Core Benefits

Increased Productivity – ITV employees can focus on their business, rather than deleting unwanted messages

Increased Security – fewer malicious email messages penetrate to the users' desktops

Reduced IT Overhead – Fewer IT support calls regarding spam overload; less email storage space necessary.

Third Party Solutions Supported

- Microsoft Exchange
- Outlook 2007

Commtouch

Commtouch Software Ltd. (NASDAQ: CTCH) is a global developer and provider of proprietary anti-spam, Zero-Hour virus protection and IP Reputation solutions. Using core technologies including RPD (Recurrent Pattern Detection™), the Commtouch Detection Center analyzes billions of email messages per month to identify new spam and malware outbreaks within minutes of their introduction into the Internet.