



## PUMA gets tough on spam and viruses with Retarus Managed E-Mail Services.

A global player like PUMA AG can only be successful if it can safely and efficiently communicate with its suppliers, customers and employees around the world. To make this happen, PUMA AG uses retarus GmbH's Managed E-Mail Services.

In 1948, Rudolf Dassler founded "PUMA Schuhfabrik Rudolf Dassler" with the intention of building a successful sports shoe company. To say he achieved his goal would be an understatement. Today, PUMA has annual revenues of over two billion Euros. Their innovative sports accessories have remained a top choice for international athletes and national teams. PUMA has also expanded its lifestyle and fashion segments, collaborating with top designers such as Alexander McQueen, Philippe Starck, and Jil Sander.

PUMA's success has long since outgrown its hometown of Herzogenaurach, Germany. While the official headquarters remains in Herzogenaurach, strategic decisions are made by the competence centers in Germany, the USA, and Hong Kong, depending on where the needed specialisation and management skills are available.

PUMA has manufacturing partners in 30 countries and distribution partners in 80 different countries. Since their operations span such a wide geographical area, efficient and reliable e-mail communication is critical to their business activities. To clear out the clutter and protect their IT infrastructure, PUMA uses Retarus' Managed E-Mail services.



*“The Retarus Managed E-Mail Services are extremely reliable and have excellent detection rates.”*

Kurt Walther, Director Global IT and Business Intelligence, Puma AG

## E-Mail Dangers

If 94% of incoming internet e-mail consists of directory harvest attacks, spam, viruses and other malware, it is at first an annoyance. But for a company the size of PUMA, with over 16 million e-mails per month, it becomes a serious problem. The less than 1 million business relevant mails easily get lost in the deluge of over 15 million unsolicited messages. Not to mention the productivity loss if employees need to manually sift through their mail.

To assure that their employees can concentrate on the relevant messages and at the same time eliminate many security threats to and the load on their IT infrastructure, PUMA entrusts all of its internet e-mail handling to Retarus. PUMA and Retarus have had a long term successful relationship with regards to Lotus Domino / Notes and other messaging matters, so choosing Retarus for spam filtering was an easy decision to make for Kurt Walther, PUMA's Director of Global IT and Business Intelligence. He remarked, “The Managed E-Mail Services provided by Retarus are extremely reliable and have excellent detection rates. The small number of false positives, messages mistakenly marked as spam, demonstrates the intelligence of their filtering system.”

## Smart Filters

Retarus cuts through the clutter by using a three-stage filter system on each incoming message. The first stage, the DirFilter, a Retarus developed technology, eliminates the mass of e-mails randomly generated by spam bots to non-existent recipients, addresses not in the customers current e-mail directory. The DirFilter eliminates a significant unnecessary load – 57 % or over 9 million messages per month – from PUMA's messaging infrastructure and protects them from “Directory Harvesting Attacks”.

Next, AntiVirus MultiScan traps harmful viruses and phishing mails, using the combined power of different antivirus scanners. This stage eliminates another 55,000 dangerous messages each month. Finally, AntiSpam filters the unsolicited junk mail. Only the remaining relevant messages are forwarded to the recipients at PUMA – a mere 6% of the total incoming e-mail volume or only 950 000 messages.

### FastFacts

- **High-performance filters provide for a significant increase in efficiency**
- **Internal IT resources workload significantly reduced**
- **Increased IT security by isolating virus-infected e-mails**
- **System transparency through detailed reporting**
- **Effective defense against directory harvesting attacks**

## Visible Savings

Using Retarus' multi-language Enterprise Administration Services Portal, PUMA's IT managers can at anytime check the performance of Retarus' infrastructure and the effectiveness of the e-mail protection. According to Oliver Pannenbäcker, Head of Enterprise Messaging Solutions at Retarus, PUMA is a perfect example of the significant time and cost savings to be gained with Retarus' Managed E-Mail Services. “Our analysis and evaluations show that viruses, spam, and other directory attacks can strain systems to the breaking point. We combine significant gains in efficiency with a sustained increase in IT security.”