

National Cable Communications Upgrades to Trend Micro™ InterScan™ Messaging Security Suite to Control Spam

National Cable Communications offers advertisers the ability to target content to the appropriate cable-connected homes. The network-centric business requires a multi-layered security solution that can block threats and unwanted content, and enable maximum efficiencies and productivity for employees and partners.

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— **Mark Goldstein, Supervisor,
Network Operations**
National Cable
Communications

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KEY BENEFITS

- **Improved security.** Multi-layered solution helps ensure that each point in the network is protected.
- **Improved productivity.** The latest anti-spam technologies combine to block unwanted content and avoid loss of productivity for employees.
- **Reduced administration.** Quicker access to statistics and message logs saves IT time and improves support for users.

MULTIPLE THREATS, MULTIPLE SOLUTIONS

National Cable Communications (NCC) is the premier spot cable advertising company in the U.S. The company's IT group has continually evolved a range of security solutions to protect operations from viruses, spyware, Trojans, and other malware that would otherwise threaten communication and collaboration for sales teams, agencies, and other business partners in this email-centric business. NCC currently uses:



- Trend Micro InterScan™ Messaging Security Suite at the gateway
- Trend Micro ScanMail™ for Microsoft™ Exchange email servers
- Trend Micro OfficeScan™ for endpoint protection (PCs and Microsoft file servers)
- Trend Micro ServerProtect™ for Microsoft™ Windows™/Novell™ Netware™
- Trend Micro Control Manager™ for managing security solutions

“Our business is protected by Trend Micro solutions at every critical point in the infrastructure,” explained Mark Goldstein, Supervisor of Network Operations at NCC. “Trend Micro multilayered enterprise solutions are fantastic—we can deploy a solution at any point where messages are routed or stored. Trend Micro [solutions] have worked flawlessly through the years, and have kept pace with our business and the changing nature of security threats.”

PROTECTING MISSION-CRITICAL EMAIL COMMUNICATIONS

Several years ago, when spam was escalating and threatened to impact companywide productivity, NCC increased security at the company's email gateway. “Trend Micro InterScan Messaging Security Suite let us add another layer of protection,” said Goldstein.

“Spam was increasing and becoming the majority of our email. Our email server was getting hammered by the sheer volume of email. We wanted to isolate our Exchange server from the problem—to capture spam messages before they touched the email server. After adding InterScan Messaging Security Suite, the change was like night and day. It has been incredible how much spam it catches. In combination with ScanMail on the email server, we have a solution where each product does its job—inbound email is scanned at the gateway, and outbound email is scanned at the email server.”

NCC has been a loyal InterScan Messaging Security Suite fan for several years now. Besides getting spam under control, the gateway solution provides a first line of defense against viruses and other threats. “We have stuck with Trend Micro for years—we really like the company’s virus scanning abilities and I trust Trend Micro more than I trust any other vendor,” said Goldstein. “First and foremost we chose Trend Micro for antivirus; now we also love Trend Micro for what they are doing with spam.”

NEW SPAM FILTERING TECHNIQUES

When IT recently upgraded to InterScan Messaging Security Suite 7.0, the team found that installation was very simple. The latest version of the Trend Micro solution introduces increased protection from spam, with three different levels of protection available to users:

- Email Reputation serves as a first line of defense, using a global reputation database to block spam before it reaches the gateway, and dynamic reputation services that block real-time threats including zombies and botnets.
- IP Profiler serves as a firewall for Directory Harvest Attacks (DHA) and allows selective blocking of email from IP addresses that generate unacceptable levels of spam and other threats
- The anti-spam composite engine integrates statistical analysis, advanced heuristics, signatures, whitelists, blacklists, and other techniques, such as patent-pending image spam detection, to block spam and phishing emails.

“We receive thousands of emails a day,” said Goldstein. “Trend Micro InterScan Messaging Security Suite has kept up with the increase in spam, and the new release catches even more than it did before. Even with another vendor’s gateway appliance out in front, the Trend Micro gateway software caught 1500 spam messages that made it to the perimeter. Compared to several years ago, we are receiving ten times as much spam today, and with InterScan Messaging Security Suite we can shield our email server and our users from this unwanted content.”

ENHANCED MANAGEMENT CONSOLE

The latest version of InterScan Messaging Security Suite includes enhancements to the management console. “I love the new [graphical user interface] (GUI) and built-in logging features for InterScan Messaging Security Suite,” said Goldstein. “I find it easier to track down messages instead of searching through text files. I can just pull up the console, open the log, and see the exact status of any message that came in or went out. Now it’s the first place I look when there is an issue or question about an email message. And the GUI also gives me quick access to statistics about spam, so it’s easy to see exactly how much is being blocked. These features save me time and help us give our users excellent support.”

CORPORATE PROFILE

National Cable Communications
New York, New York

NCC is by far the largest and most authoritative spot cable advertising sales firm in the country. It is jointly owned by three of the nation’s largest MSOs: Comcast Cable Communications, Cox Communications, and Time Warner Cable. Uniquely, NCC represents every U.S. market and reaches virtually every wired cable home. Whether advertisers want to target the entire country, select regions, an individual market, or even a portion of a market, NCC provides effective advertising and marketing solutions that only spot cable can deliver.

- **Industry/Vertical** Spot Cable (Advertising)
- **Infrastructure** 17 offices across the U.S.
- www.spotcable.com

TREND MICRO PRODUCTS

- **Trend Micro ScanMail for Exchange**
<http://us.trendmicro.com/us/products/enterprise/scanmail-for-microsoft-exchange/index.html>
- **Trend Micro InterScan Messaging Security Suite**
<http://us.trendmicro.com/us/products/enterprise/intercan-messaging-security-suite/index.html>
- **Trend Micro OfficeScan Client/Server Edition**
<http://us.trendmicro.com/us/products/enterprise/officescan-client-server-edition/index.html>
- **Trend Micro ServerProtect for Microsoft Windows/Novell Network**
<http://us.trendmicro.com/us/products/enterprise/serverprotect-for-microsoft-windows/index.html>
- **Trend Micro Control Manager:**
<http://us.trendmicro.com/us/products/enterprise/control-manager/>



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