



## 1,200 Attorneys and 2,900 Users Worldwide • Spam Eliminated • User Productivity and Satisfaction Restored

"No more constantly humming Blackberry. No more 'delete, delete, delete,' or important emails missed. Postini is an outstanding product."

Al Vollman, Partner, Holland & Knight, LLP

### RESULTS AT A GLANCE

- Quick Implementation
- Eliminated Spam
- Users Ecstatic

### THE PROBLEM

#### Existing Anti-Spam Appliance Too Limited, Time-Consuming

Holland & Knight LLP is among the largest law firms in the world with more than 1,200 lawyers who practice in over 100 areas of law. The firm's United States offices are located in California, Florida, Georgia, Illinois, Maryland, Massachusetts, New York, Oregon, Rhode Island, Virginia, Washington, and Washington, D.C. Internationally, the firm has offices in Mexico City, Helsinki, Finland, Rio de Janeiro and São Paulo Brazil, and Tokyo, with representative offices in Caracas, Venezuela, and Tel Aviv, Israel.

Known as an innovator in law firm technology, Holland & Knight provides its clients with advanced connectivity and cost-effective services. A state-of-the-art communications network securely links clients to the firm's offices and lawyers and includes Internet, Intranet and Extranet sites, as well as facilitating confidential communications between its lawyers. Documents created across the firm are stored in an efficient, electronic database, allowing persons in multiple locations to quickly access the information necessary for their work. Responsiveness is the foundation of Holland & Knight's client-service strategy.

A few years ago Holland & Knight realized it needed a solution to fight a growing problem with spam. An initial in-house method, consisting of manual entries to block email addresses, quickly proved insufficient in fighting spam, according to Chad Manaton, Messaging Systems Manager for Holland & Knight.

To help fight its spam problem the firm turned to an anti-spam appliance product. While the initial setup of the appliance was time consuming, Manaton recalled, it did a relatively good job catching spam. The appliance, however, began to generate quite a few false positives—tagging legitimate messages in addition to spam. Because of the concern about legitimate messages not getting through, Manaton had to send all email to his end users. Manaton would rewrite the subject line so the users knew a message was spam and then the user would have to deal with it accordingly. In addition, Manaton had to manually add names to a corporate white list of legitimate IP addresses.

"When we first implemented the anti-spam appliance it wasn't a bad system," Manaton commented, "but I found myself spending a lot of time updating approved lists and tweaking anti-spam rules while trying to do content filtering myself."

Eventually, Manaton noted, the firm grew dissatisfied with this appliance. Although it was doing a satisfactory job of tagging spam it was also missing a large amount of pornographic material. "The spam we were receiving was very offensive to our users," Manaton explained. "We were trying to use content filtering to help combat the offensive email problem which is very difficult for adequately fighting spam." Spammers are getting smarter, using HTML in the headers, and changing the spelling of offensive words so that in many cases the appliances content filters were unable to catch it."

Manaton found himself dealing with ever increasing user complaints about spam on a daily basis. In addition, the firm's CIO, Ralph Barber, was also getting spam complaints from end users. "We received so many complaints," Manaton said, "that we realized we needed to move on to another solution."

"Postini allows me to focus my efforts on other projects for the firm, ones that will increase our revenue. It's wonderful having something in place I don't need to think about."

**Al Vollman, Partner, Holland & Knight, LLP**

## THE SOLUTION

### Go with Postini—The Anti-Spam Market Leader for Law Firms

Manaton's search for an alternative did not take long. The firm had originally considered Postini's Perimeter Manager® at the time it selected the anti-spam appliance, but initially discounted Postini because it is a managed service. Reading the latest issue of the Am Law Quarterly one day, Manaton saw a list of the top 100 law firms and a chart indicating the most popular anti-spam solutions used by these firms. He noticed that Postini held the largest market share of customers with 21 percent of the top 100 law firms.

His doubts about a third party managed service handling his firm's email disappeared as he realized the top firms in the legal industry were Postini customers. Despite some initial reservations by the IT staff, Postini's patented email protection technology, which allows email to pass through without being saved to disk and forwarded, resolved any doubts about the security and privacy of the messages handled by Postini. "At that point," Manaton said, "we didn't need to investigate a lot of products because we knew Postini was already a success at so many other law firms."

Holland & Knight's CIO also called CIOs at other law firms as references for Postini. All came back with similar comments: Postini had eliminated complaints about spam and restored email productivity to their users.

## THE RESULTS

### Quick Implementation. Spam Eliminated.

### Users Ecstatic.

From the first day of the trial period, Manaton immediately conducted a 200-user pilot program with Postini that resulted in remarkable success in stopping spam and viruses. Rolling out the Postini email protection service to the firm's 2,900 users was quick according to Manaton. "We activated the Postini service over a five-day period because we didn't want the help desk to be inundated with calls. But as it turned out we could have simply done it in a day." Manaton said. "My bosses loved it, the CIO was very impressed. Overall Postini has been a great success story for our IT department."

Manaton emphasized that the IT department at Holland & Knight constantly strives to provide great products for the company and added that Postini falls into that category. "Being able to get rid of junk in the inbox has been a positive experience both for me and the end users," he concluded.

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## ABOUT POSTINI

As the leader in Integrated Message Management, Postini protects businesses from a wide range of email, instant messaging (IM) and Web threats, provides message archiving and encryption, and enables the management and enforcement of enterprise policies to meet regulatory compliance requirements.

### Corporate Headquarters

San Carlos, CA USA  
Toll-free: 1-866-767-8461  
Email: [info@postini.com](mailto:info@postini.com)  
[www.postini.com](http://www.postini.com)

### EMEA Headquarters

London, UK  
Tel: +44 (0)20 7082 2000  
Email: [info\\_emea@postini.com](mailto:info_emea@postini.com)

### Asia Pacific Headquarters

Tokyo, Japan  
Tel: +81 80 3089 7470  
Email: [info\\_apac@postini.com](mailto:info_apac@postini.com)