



**SPAM EXPERTS®**  
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# **CASE STUDY**

## **PTISP**

# EMAIL SECURITY IN THE CLOUD OR ON-PREMISES INCOMING » OUTGOING » ARCHIVING

## Capitalize on Email Security: Reduce Client Churn Rate & Increase Revenue » Webhost Integration & Automation

In today's competitive marketplace, web hosts are frightened at the thought of losing customers due to mediocre spam filtering and blacklisting, which can be caused by unknowingly sending out spam from legitimate machines, leading to not being able to send out any genuine email anymore. Therefore, it is extremely important to filter outbound email to increase customer satisfaction and to build loyalty with your end-customers.

### Quick Read

PTisp was born in 2011 to set a trend in the Portuguese webhosting industry, which was to "buy it national." Today PTisp is one of the biggest Internet Hosting -and Domain Registration brands in Portugal, and is listed among the top five Domain Registration agents by the FCCN, and being accredited by the RIPE NCC, it has already gained a reputation at an international level as a point of reference in the business. Using its comprehensive array of products and services, including dedicated servers, cloud servers, VPS, shared cloud hosting, streaming, SSL certificates, and e-Commerce platforms, the company designs customized solutions that fit the needs of each client. Fully managed solutions and 24/7 support are also available.

### Challenges

As one of the major hosting companies in Portugal, PTisp deals with spam-related issues on a daily basis, as spam messages are not only being received but also being send from clients. Opensource-based solutions were not only time-consuming, because it was not an effective solution for dealing with the high number of email accounts, but also were unstabilizing and slowing down the servers. In general, opensource filters comprise nearly 100% of the total load on hosting infrastructures and besides, the maintenance of these self-developed anti-spam solutions is not cost-effective.



### Customer profile

<b>Company</b>	AlmouroITec Lda – PTisp
<b>Location</b>	Constância, Portugal
<b>Industry</b>	Web Hosting
<b>Number of Domains</b>	15,000
<b>Products in Use</b>	Local Cloud (Incoming Email Security Firewall, Outgoing Email Security Firewall, Email Archiver)
<b>Website</b>	<a href="http://www.ptisp.com">www.ptisp.com</a>

## Implementation

PTisp decided to implement the SpamExperts' Incoming and Outgoing solution in order to, not only reduce the number of spam messages received, but also control their Outgoing Email in order to prevent blacklisting and damage their network's reputation.

In 2011, PTisp started to provide SpamExperts' Email Security as an add-on to their hosting/mail services, and dedicated and cloud servers. In 2013, PTisp has increased its license with SpamExperts from 5.000 to 15.000 secured domains, currently having its full Linux infrastructure protected by SpamExperts.

## Benefits

The implementation of SpamExperts allowed PTisp to focus more on their core businesses instead, since SpamExperts allows them to save time, which originally was dedicated to dealing with spam-related issues. In addition, the implementation has led to a reduction in the amount of resources needed by the servers, as customized opensource solutions were consuming too much in terms of CPU and memory, and was leading to mediocre filtering. The cooperation further aims to provide PTisp's end customers incoming and outgoing email filtering services added to their hosting package, as well as a means through which PTisp can differentiate from competition and benefit from increased market outreach. Moreover, PTisp is planning to expand on additional markets such as Brazil and Spain, supporting small and medium-size enterprises with shared and dedicated hosting services to accommodate their websites and protect their networks from spam as well as their brand name reputation.

## Target Reached

"SpamExperts' Local Cloud is precisely the anti-spam technology that a leading hosting and domain registration provider like PTisp needs. Two years ago, we saw it as an important opportunity for new revenue growth. SpamExperts enabled us to focus more on our core business, offer a significantly better value-added service – and email solution to our clients. We have decided to further expand the partnership with SpamExperts, spanning the email security services, to enable us to provide end clients with great comprehensive packages that can help them concentrate efforts on running their business. Based on this affiliation, PTisp is now able to offer premium anti-spam protection in all linux shared hosting plans for free. SpamExperts is clearly a brand that webhosting providers want to engage with, and we think this collaboration will accelerate the sale of our shared hosting plans across Portugal and not only." says Luis Inverno, Chief Technology Officer of PTisp.

## Next steps

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Contact us to discuss your email security needs!  
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