

JCDecaux Maximizes Email Availability with Trend Micro™ Messaging Security

More than 8,000 employees at JCDecaux, the world's top provider of street furniture and airport advertising, consider email a critical business tool. Since April 2007, the company has relied on Trend Micro solutions for fighting viruses and spam to improve the quality of service delivered by its messaging platforms.

.....

“Thanks to the protection solutions from Trend Micro, we’ve reduced our volume of spam considerably. What’s more, these solutions are so simple to manage, they enhance our productivity.”

— Marc Bouget,
IS Security Manager
JCDecaux

.....

KEY BENEFITS

- **Reduction in spam.** 99.9% of unwanted email is blocked before reaching mail servers, optimizing traffic flow and eliminating server flooding.
- **Enhanced service quality.** Users enjoy a high level of email availability and enhanced quality of service.
- **Simplified administration.** Centralized tools, automated updates, and overall product reliability reduce administrative effort and increase productivity for IS personnel.

GIVING USERS A HIGH LEVEL OF EMAIL AVAILABILITY

In the French company JCDecaux Group, with a sizable international presence, the Microsoft™ Exchange mail server is a top-priority resource. Of the Group's 8,100 employees, 4,500 have mailboxes. Email ranks as the preferred tool for communication, and internal studies have consistently revealed that users consider it to be the most critical application. Of all supported applications, email creates the greatest demand for availability. “Since the email system needs to be operational at all times, we’ve built a completely redundant cluster-based infrastructure,” explains Marc Bouget, IS Security Manager at JCDecaux. “If the system is down for more than ten minutes, the hotline starts ringing off the hook.”



A halt in email communication can have detrimental consequences for the company, since email is used to collaborate with partners on joint bids. These include agencies that handle advertising, media, and printing, and industrial firms that supply buildings, furniture, and component parts. Agencies reserve ad space via email as well, and the company's various departments use it to deliver contracts and financial documents and interact with subsidiaries on pending projects.

“Email is essential,” asserted Marc Bouget. “That’s why it is especially important to us that we protect email from viruses and spam—we must prevent the system from being flooded. Our goal is to enhance service quality for users by providing a very high level of email availability.”

SEEKING EFFECTIVE PROTECTION AND MANAGEMENT EASE

In early 2007, JCDecaux decided to adopt a new solution to protect the company's email system. "The filtering provided by our old security tool was not effectively blocking new viruses and spam," says Marc Bouget. "The product was no longer moving in the right direction and required some overly burdensome upgrades to our infrastructure. So we began to look for a solution that could block new attacks coming from the Internet and could be deployed separately from the email infrastructure."

The company delivered its technical and functional specifications to several software providers, including Trend Micro. The new solution had to meet the following criteria:

- Provide protection from viruses and spam, and carry out related filtering.
- Include a central console for administering the full range of email protection functions.
- Extend automatically updated protection.
- Provide advanced reporting functions.

By early April 2007, JCDecaux had opted for the solutions available from Trend Micro:

- InterScan™ Messaging Security Appliances. Three appliances filter all incoming and outgoing traffic at the company's two data centers (Plaisir and Le Blanc-Mesnil) and in the Group's Portuguese subsidiary.
- InterScan Messaging Security Suite. "This software version of the appliance will be replacing each of the SMTP relay servers installed at our seven subsidiaries," says Arnaud Guilbert, email specialist at JCDecaux.
- ScanMail™ for Microsoft Exchange. Microsoft Antigen is being replaced with ScanMail on the 25 Exchange mail servers running Windows™ 2003 to inspect both incoming and internal email.

SATISFYING USERS

The Trend Micro messaging security solutions offered JCDecaux numerous benefits. The InterScan Messaging Security Appliances require virtually no management, and the entire email security solution consisting of three products at three points in the network is remarkably simple to manage. Said Arnaud Guilbert, "It's a black box that operates very well—we have a lot fewer spam messages than before, with few false positives." And Marc Bouget cited his personal experience with spam: "Now I no longer receive any!" Since the InterScan Messaging Security Appliance and InterScan Messaging Security Suite have the same graphic interface and filtering rules, security experts can manage the entire protection system more easily and are more productive.

Arnaud Guilbert explained, "The primary benefit is that email circulates faster, since our Exchange servers are handling much less incoming and outgoing mail. They process a substantial volume of email very quickly and 99.9% of unwanted email is blocked. As a result, we no longer experience the kind of email congestion we encountered in the past. The remaining 0.1% of spam is logically filtered by the software."

CORPORATE PROFILE

JCDecaux France

In 1964, Jean-Claude Decaux invented the concept of street furniture that combined public services and advertising, and installed the first bus shelters in Lyon, France. Today, the JCDecaux Group has over 80,400 bus shelters in 30 countries. JCDecaux is #1 worldwide for street furniture, #1 in Europe for billboard advertising, and #1 worldwide in airport advertising with presence in 141 airports. Employing a total of 8,100 people, the Group operates in 48 different countries and 3,500 cities with more than 10,000 inhabitants, and generated revenues of €1,946-million in 2006.

- **Industry/Vertical** Manufacturing
(Street Furniture)
- **Employees** 8,100
- **Subsidiaries** 48
- www.jcdecaux.com

TREND MICRO PRODUCTS

- **Trend Micro InterScan Messaging Security Appliance**
<http://us.trendmicro.com/us/products/enterprise/interScan-messaging-security-appliance/>
- **Trend Micro InterScan Messaging Security Suite**
<http://us.trendmicro.com/us/products/enterprise/interScan-messaging-security-suite/index.html>
- **Trend Micro ScanMail for Microsoft Exchange**
<http://us.trendmicro.com/us/products/enterprise/scanmail-for-microsoft-exchange/index.html>



©2008 by Trend Micro Incorporated. All rights reserved. Trend Micro, the Trend Micro t-ball logo, InterScan, and ScanMail are trademarks or registered trademarks of Trend Micro, Incorporated. All other product or company names may be trademarks or registered trademarks of their owners. Trend Micro Incorporated reserves the right to make changes to this document and to the products described herein without notice.

SS03JCDIMSxSMEX030123FR

www.trendmicro.com