

## Complete Spam and Virus Blocking—Minimal Administration—Highly Available and Secure



The Chemical Company

### The Problem

#### Global email address increases risk of spam and virus attacks

Considered the world's leading chemical company, BASF has a portfolio of products that ranges from chemicals, plastics, performance and agricultural products to crude oil and natural gas. BASF employs approximately 81,000 people in more than 170 countries on all the major continents. Headquartered in Ludwigshafen, Germany, the company generates more than \$50.4 billion in sales, and its shares are traded on the Frankfurt, London, New York, and Zurich stock exchanges.

Brigitte Buchsrucker, senior specialist IS architecture in BASF's Global Competence Center for Information Services, is responsible for determining and implementing global standards and architecture for messaging and groupware applications. It is her job to help build a cost-effective, highly available, and highly secure messaging infrastructure for the company.

With its size and worldwide reach, Buchsrucker emphasizes that her executive staff considers email a business-critical application. BASF had recently decided to consolidate its multiple internet mail domains into a single global domain for all employees worldwide. BASF's move to optimize its mail architecture and routing strategy prompted the company to consider an on-demand email security solution.

As Buchsrucker explains, "We expected that the simpler global email address would significantly increase the probability of spam and virus attacks in all of our regions, so we wanted to proactively address the business risk by blocking spam and viruses even before they entered our company's email servers."

### The Solution

#### Postini stops spam and viruses and supports flexible routing needs

Buchsrucker and her team began their search for an on-demand service provider by defining their requirements in terms of cost, service levels, functionality, and security. The ability to route mail through two different regions, to customize the handling of different mail streams, and comply with German and international data security and privacy requirements were also key factors.

BASF issued a request for proposal (RFP) to seven managed service vendors identified through an extensive study of analyst reports and industry publication evaluations. Buchsrucker and her team chose three top-ranked vendors to respond to a second RFP and give presentations. They also talked to several client references with similar environments and business needs. BASF's purchasing department, IT security department, and regional IT groups responsible for messaging were closely involved throughout the decision making process.

"Postini emerged as the top contender due to its quality of anti-spam and anti-virus protection solution, cost, ability to meet our special routing requirements, and its worldwide reputation in the marketplace," states Buchsrucker. Postini was recently recognized as the top information security vendor in TheInfoPro client satisfaction survey of 175 information security professionals from Fortune 1000 companies in North America.

Buchsrucker and her team also appreciated the fact that Postini had established multiple data centers to address specific language, cultural, and security requirements and ensure the highest level of customer service. Postini currently operates data centers in Chicago, Geneva, London, Santa Clara, Toronto, Vancouver, and Zurich.

"We wanted a trusted, best-in-class, cost-effective, highly secure managed email security solution and Postini proved to be a great choice."

**Brigitte Buchsrucker,**  
senior specialist IS  
architecture,  
BASF

### Results at a Glance

- 370,000 incoming messages per day filtered by Postini
- Comprehensive, effective spam, and virus protection
- Cost-effective deployment and operation

## The Results

### Central management, global reach, scalable service impress BASF staff

Buchsrucker and her team have been impressed with the teamwork Postini has consistently demonstrated since the first days of their free 30-day trial and worldwide roll-out. Despite some nervousness because the rollout combined email routing changes with the new service introduction, the initial email service switch for 35,000 European users over a single weekend was problem free. With subsequent regional rollouts, a total of 60,000 BASF employees are now supported by the Postini Email Security service.

On average, Postini processes about 370,000 incoming messages a day for BASF, or about 11 million messages a month. Buchsrucker says that while it's difficult to gauge the impact on spam reduction, because most European users hadn't experienced problems, their virus protection has been flawless.

According to Buchsrucker, the BASF IT staff finds Postini's email security solution easy to manage, offering logical, intuitive administration tools. "It's very important to us that Postini's solution requires so little administrative effort, because we have so many people to support. The centralized management capabilities also simplify the task of bringing in new companies, a valuable advantage for our rapidly expanding company," she explained.

BASF is in the forefront of the move to adopt an on-demand services approach in Europe. Its

decision underscores the rising industry trend of offloading IT services to outside specialists. According to Network World, enterprise business clients are turning to on-demand service providers to help them cope with the complexities of network security, especially intrusion prevention. Industry analyst InfoTech expects on-demand services to experience double-digit growth over the next five years.

Buchsrucker is certainly happy with BASF's decision. "We wanted a trusted, best-in-class, cost-effective, highly secure on-demand email security solution, and Postini proved to be a great choice."

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### About Postini

Postini, a wholly owned subsidiary of Google, is a global leader in on-demand communications security and compliance solutions that protects companies from internet-borne threats and risks of unmanaged communications; archives and encrypts selected message; and ensures that the web is used appropriately within your business.

### [www.postini.com](http://www.postini.com)

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