

## Itron Depends on Trend Micro™ RBL+ Service to Eliminate Spam—and Wasted Time

*“The bottom line is that Trend Micro RBL+ Service is inexpensive and easy to install, doesn’t use a lot of resources, and has an almost non-existent rate of false positives. Best of all, this is done completely in the background so that we just don’t have to worry about anything.”*

— Doug Dominey  
Senior Systems Administrator, Itron

### KEY BENEFITS

- Accurately eliminates spam.
- Reduces storage requirements on email servers.
- Scales easily to accommodate company growth.
- Works in the background for low administrative overhead.

Itron, a provider of solutions for the optimized delivery and use of energy and water, relies on Trend Micro RBL+ Service for the highly successful eradication of unwanted and egregious spam.



With a stated goal of helping the world to make the most of its precious resources, Spokane Valley, Washington-based Itron provides a comprehensive portfolio of products and services for energy and water providers around the world. The company’s solutions provide detailed, reliable and timely data that facilitate informed decisions for optimizing the delivery and use of resources.

### Eliminating Intolerable Spam

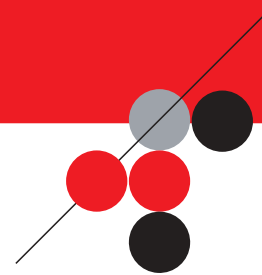
With a company-wide focus on utilizing resources efficiently, Itron had little time to waste on high volumes of spam. A few years ago the company started noticing a marked increase in the volume of spam and some of it was pretty egregious, not just marketing pieces but offensive messages containing extremely nasty content.

The onslaught of spam began to adversely impact the company’s productivity as well as increase storage demands in the Microsoft™ Exchange environment. Doug Dominey, Itron’s Senior Systems Administrator, soon realized the urgency of dealing with the spam problem. “When our CEO’s executive assistant forwarded examples of horrible porn messages to us begging to have them stopped, it was definitely time to act,” he recalled.

Company-wide, Itron has 2,000 Microsoft Outlook™-based email clients. There are two external gateways configured as the entrance points for all incoming email, and eight Exchange 2003 servers that route the email to recipients. Based on this configuration, Itron evaluated strategies for removing as much spam as possible before it reached internal mail servers. Dominey noted, “We liked the concept of using a real-time black list (RBL) to continuously identify new spam generating locations and stop unwanted messages at the point of origination.”

### Real-time Spam Blocking

Itron tried several different RBLs—including SpamCop—which became unusable because of the high number of false positives and the difficulty of removing people once they were on the black list. The company ultimately selected Trend Micro RBL+ Service as the best fit for its needs.



To stop spam at its source—before it floods the network, overloads mail gateway security, and burdens system resources—RBL+ Service verifies the IP addresses of incoming mail against the world’s largest, most trusted reputation database. Real-time spam blocking identifies new sources of spam, including zombies and botnets, as soon as they begin spamming and RBL+ Service prevents these threats from reaching users by prohibiting incoming communications from known, offensive IP addresses.

**RBL+ Service Delivers Very High Reliability**

The RBL+ Service typically determines that 35 percent of Itron’s daily average of 70,000 incoming emails has come from known spam sources. Using an industry average of 4.2 seconds for each read and disposal, the immediate refusal of these 24,500 spam-related messages is saving Itron 28.6 staff hours a day, yielding a very good return on investment.

Overall, Itron is pleased with the service. “We have never had a false-positive reported against RBL+ Service—we’re delighted with its high level of reliability,” noted Dominey. “One of the major issues associated with spam is storing junk mail until users can delete it. By eliminating spam before it reaches the email server, RBL+ Service has saved us storage space. In addition, it doesn’t consume many system resources, making it a very scalable solution that will easily accommodate our company’s growth.”

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— **Doug Dominey**  
Senior Systems Administrator, Itron

RBL+ Service also proved very simple to install. “It took less than ten minutes to deploy and I was impressed with the breadth of the installation instructions across a number of different platforms. Our UNIX-based gateways are running SendMail, but we could just as easily deploy another mail service with no additional cost, and that gives us plenty of flexibility,” stated Dominey. “We also appreciated that the pricing is based on the number of seats because it gives the choice to deploy the exact number of gateway servers that made most sense.”

Dominey summarized, “Prior to putting the Trend Micro solution in place our Help Desk would receive many calls complaining about unwanted mail. Today, those calls have gone away. One of our goals was to minimize the administrative overhead inflicted by spam and we’ve all but eliminated it. The bottom line is that Trend Micro RBL+ Service is inexpensive and easy to install, doesn’t use a lot of resources, and has an almost non-existent rate of false positives. Best of all, this is done completely in the background so that we just don’t have to worry about anything.”

**TREND MICRO PRODUCTS**

**Trend Micro™ RBL+ Service**

**Trend Micro, Inc.**

Trend Micro, Inc. is a global leader in network antivirus and Internet content security software and services, focused on helping customers prevent and minimize the impact of network viruses and mixed-threat attacks through its award-winning Trend Micro™ Enterprise Protection Strategy. Trend Micro has worldwide operations and trades stock on the Tokyo Stock Exchange and NASDAQ.

Trend Micro products are backed by timely, high-quality service from TrendLabs™, a global network of antivirus research and support centers.

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