ALSO

ALSO Holding AG – from customer to NoSpamProxy partner

Why ALSO will be marketing the e-mail security solution throughout Europe in the future

Product change due to higher e-mail security requirements

ALSO Holding AG is one of Europe's largest B2B marketplaces for information technology and telecommunications, bringing providers and buyers together. In doing so, ALSO offers benefits at all levels of the ICT value added chain from a single source. In the European B2B marketplace, ALSO bundles logistics services, financial services, supply services, solution services, digital services and IT services into custom service packages. ALSO's portfolio includes more than 160,000 products from more than 350 manufacturers.

ALSO

Confidential communication and competent handling of information constitute an important basis for cooperation and confidence in trade. As e-mail communication is still the most common entry point for malware and fraud, effective e-mail security is a fundamental part of ALSO's internal IT security architecture. As a marketplace for information technology, including many reputable security solutions and with a large number of online transactions, ALSO is a particularly exposed target. A successful attack on its security infrastructure would result in direct damage as well as significant loss of reputation for ALSO.

❯❯ As a major IT marketplace, we naturally have access to many e-mail security products. We evaluated a great number of solutions and thoroughly tested them for use in our company. NoSpamProxy impressed us both with its intelligent combination of defense mechanisms, as well as its particularly simple administration. We can thus offer our users a significantly higher level of security for their e-mail traffic at reduced operating expenses."

Christian Pohle, IT System Engineer
at ALSO Germany

Due to increased threat level and considering the type and number of attacks, it became clear that the existing e-mail security solution was no longer adequate as part of an "all-in-one" Internet security appliance. The company thus looked for a premium solution that would cover the e-mail security requirements for all of its locations in Europe as fully as possible and in the required depth.

After thoroughly evaluating various providers, the security professionals at ALSO chose the NoSpamProxy suite from Net at Work. ALSO's demanding requirements and their IT team's special expertise set the bar especially high for the new e-mail security solution. This included in particular, taking a highly flexible and dynamic approach to e-mail communications. As a commercial enterprise, ALSO depends on smooth communication with a large and ever-changing number of business partners. The new solution thus required a particularly effective mechanism for dynamic whitelisting that automatically identifies "good" communication partners, significantly reducing the administrative burden.

Further aspects were also decisive for the experts at ALSO: It is thus unrealistic for a company with so many different communication partners to generally block all e-mail attachments, for example, in Office format as protection from Trojans and other

malware and to approve them administratively. It was hoped the new solution would provide more accuracy here. Since most of ALSO's communication partners are open to e-mail encryption as IT companies, relevant functions were also required here.

After the internal roll-out, the product continued to impress thanks to its trouble-free and efficient usage. It was on this basis that ALSO and Net at

Work negotiated a distribution agreement that was announced at the it-sa 2016 in Nuremberg in October 2016. ALSO markets the e-mail security solution via its channels and sees very good market opportunities for NoSpamProxy following the smooth introduction. It is particularly promising that NoSpamProxy is the only solution that is both Azure-certified and has a connector for Office365. NoSpamProxy thus perfectly fits ALSO's cloud strategy.

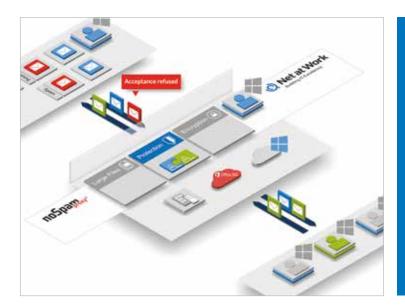## NoSpamProxy impressed with innovative features from the outset

The security experts at ALSO found that NoSpamProxy not only met but even exceeded their requirements in many areas. ALSO identified the key beneficial element as being NoSpamProxy's level-of-trust concept, where each sender is assigned a trust value based on various factors. Every e-mail to an external communication partner from an employee at ALSO has a positive effect on its level-of-trust value. By using this system, the false-positive rate at ALSO has fallen dramatically.

The level-of-trust model also offers significant advantages in the defense against Trojan attachments such as Locky and the like, since NoSpamProxy combines attachment filtering with the level-of-trust. If a sender is rated as trustworthy, its attachments can be treated differently compared to those from unknown senders. The previous solution only offered the option of blocking office documents in general, which resulted in the administrative burden for review and approval getting out of hand. With NoSpamProxy, the administrative burden, required for example to filter Locky e-mails was reduced by about 95%.

The ability to learn independently is also evident when it comes to encryption and signing. NoSpamProxy made the introduction of a scalable encryption solution for ALSO very convenient and easy. The certificates in incoming signatures are learned and used automatically for encryption of outgoing e-mail traffic. Managed PKIs can also be integrated, thus allowing S/MIME signatures to be automatically created for ALSO users

and attached e-mails. The recipient can then see in his e-mail client that the e-mail was clearly sent by ALSO and not changed. This functions with complete transparency for the user.

Further proof of NoSpamProxy's quality was reliable defense against CEO-fraud attacks in which the sender is spoofed. NoSpamProxy was the only product evaluated by ALSO that effectively checks for its own domains and can thus prevent this type of fraud.

In summary, NoSpamProxy allowed ALSO to achieve two objectives: The security of e-mail communication has been significantly increased, while the administrative burden for the IT team was significantly reduced.

About ALSO

ALSO Deutschland GmbH, based in Soest, belongs to ALSO Holding AG (Emmen/Switzerland). ALSO brings providers and buyers in the ICT industry together. The company offers benefits at all levels of the ICT value added chain from a single source. In the European B2B marketplace, ALSO bundles logistics services, financial services, supply services, solution services, digital services and IT services into custom service packages. ALSO's portfolio includes more than 160,000 products from more than 350 providers. The Group employs around 3,880 staff across Europe. The company achieved sales of 7.8 billion euros in fiscal year 2015 (until December 31). The main shareholder of ALSO Holding AG is the Droege Group, based in Dusseldorf, Germany. More information at: www.also.com

99 NoSpamProxy made such a positive impression on our internal security experts that we have now even incorporated the e-mail security suite in our portfolio. We are pleased to now be able to offer our customers and partners this excellent product in our ALSO B2B marketplace."

Mike Rakowski, Head of Business Unit Technology at ALSO Germany

The following modules are available for the secure e-mail gateway NoSpamProxy®: protection against spam, phishing and malware, module encryption for easy encryption of e-mails, the Large Files module for secure transfer of large files as well as the Disclaimer module for central marketing messages in outgoing e-mails. Taken together, they ensure complete protection for your e-mail communications. Centrally on Microsoft Server, simple, secure and economical. More information is available online at www.nospamproxy.de