

## Kelsey Publishing

### The Customer

Kelsey Publishing are a specialist publisher of magazine and book titles. Kelsey's publications include 'Total BMW' magazine through to 'Running Fitness' magazine. They have been in operation since 1989 – a clear sign of their expertise in the field.

With just under 100 office based staff across three UK sites, plus remote workers, Kelsey Publishing were in clear need of some expertise around their IT set up and strategy in moving the company forward.

### The Journey

Realising their requirement, they invited three local organisations to tender for their business, but were immediately impressed by the outstanding candidates, Puters.

Formed in the mid 1980's, Puters are a company which specialises in advising, installing, supporting and maintaining small business networks. The standard of their services have made them a company with a rapidly growing and very loyal customer base. They only offer technical solutions that have been tried and tested in real business environments and are proven to work effectively and appropriately for any business with a requirement.

As Kelsey Publishing's IT Manager, Ralph Curtis explained – *“What immediately impressed us about Puters was their approach and attitude to our issues. Rob's [Robert Ward, Director at Puters] advice is always based on exceptional knowledge, and they are always completely genuine about what the best and most appropriate solutions are for our organisation”*.

### The Challenge

It quickly became clear that 2 of the most immediate issues facing Kelsey in the day to day running of their organisation were junk mail and their existing data backup system.

First of all, they were experiencing extremely high levels of spam emails into their branch offices, which not only put a strain on staff productivity but also on the exchange itself. Blocked or deleted junk emails would still lay dormant in a deleted items folder, causing a large build up of traffic. Ralph Curtis was keen to find a solution that would act as a cleansing agent for both incoming and outgoing emails, as well as freeing up a large amount of space on the network. One of his key concerns was that even the deleted or quarantined emails on many email filtering appliances would invariably end up sitting on the exchange.

Secondly, Kelsey were backing up all of their data using LTO tapes – filling up two tapes for each weekly backup, the first one taking over 24 hours, meaning that a member of staff would have to come in at the weekend to change a tape over and finish each backup.

In addition, as with the many who use tape technology, restorations were proving to be a large problem, with regards to both time and reliability.

Aside from the enormous drain on staff time, the tapes were being kept on site, meaning that in case of a fire, theft or similar emergency, all of their data would be lost forever – which as anyone knows, is disastrous for any business.

## **The Solution**

### Anti-spam solution

With Kelsey's email issues in mind, Puters recommended and subsequently installed a SonicWALL Email Security 300 Appliance, which stores junk mail on the appliance itself. In addition, the solution is easy to install and configure, straight out of the box, and unlike the majority of its close alternatives, junk and quarantined emails are stored on the appliance itself.

The SonicWALL Email Security 300 appliance provides comprehensive e-mail threat protection for up to 250 users, stopping spam, virus, and phishing attacks while preventing internal policy and regulatory compliance violations.

Ideal for small to medium businesses, it is a self-running, self-updating solution delivers threat protection and prevents information leaks and violation of internal e-mail policy and laws - ideal for small businesses.

Quarantined emails are stored on the box and there are a number of flexible policies and reports that can be administered with great simplicity – ideal for addressing Kelsey Publishing's specific concerns.

### Data backup/disaster recovery solution

With regard to disaster recovery, Kelsey required a solution that would both cut down the time being spent in the actual backup and recovery process, and also allow data to be stored securely, and in more than one location.

Puters installed a CDP 3440 box, both onsite and offsite for Kelsey, to address all of these issues.

The CDP, or Continuous Data Protection box does not use tapes or disks that the user has to worry about, and includes a very simple, centralised administration dashboard.

Rather than doing periodic backups and the end of each day for example, the CDP does exactly what it says on the tin, and continuously backs up the data that it is configured for as and when it is altered. To save time and space, it backs up the changes that are made to data, as opposed to copying multiple duplicates across.

Because the CDP works automatically, there is no need for staff to waste endless hours manually backing up their data, and locating and restoring files is made far easier – a simple analogy is to say that it is equivalent to locating a musical track on a compact disc versus locating one on an audio tape.

The issue of an incident or disaster compromising the data at the location of the appliance was also negated by setting up a secondary box offsite, meaning that Kelsey's data was fully secure and encrypted should anything happen to the onsite appliance.

## **The Implementation**

Once Puter's recommendations were approved, they installed the appliances on site with minimal downtime. Aside from the solutions in question being simple to use, Puters operate in a way that they get to know their clients set up well enough to do as much prep work as possible from their own headquarters to make on-site installations as quick and painless as they can possibly be.

## **The Results**

With the new solutions in place, Kelsey Publishers are more than happy with the outcome they are seeing. As well as practically eliminating junk mail, the SonicWALL Email Security 300 Appliance also delivers a huge number of easily configurable reports. The appliance is self-running and self-updating and the reporting facilities are accessible from an easy-to-use dashboard, allowing staff at Kelsey to focus on other things.

According to Ralph Curtis, the daily reporting that they have selected allows them to really see exactly how much junk is being stopped, with no risk of losing any legitimate email - *"It's absolutely fantastic – the statistics are staggering when you look at them – it is preventing between one and a half and two million junk emails coming onto our system."*

As for the SonicWALL CDP solution, Curtis went on to explain that although he is already starting to see his investment pay for itself - *"As the business grows I can see us potentially requiring more boxes – the nice thing about the CDP quite apart from all of its obvious benefits is that it's practically a plug and play solution"* he commented.

With these solutions forming just a couple of Puters' suggestions and improvements to Kelsey, they are more than happy with their 'virtual IT Department'. Curtis summarised this feeling with his opinion of Puters as a whole – *"What Puters provide is a one-stop shop. They have consistently proven their worth within our organisation and there is a real element of trust in dealing with them, that they will find the best and most appropriate solutions to fit our organisation now and in the future."*