

AVENIR TELECOM hangs up on Spam

**AVENIR
TELECOM**



Gaël Paillet
CIO of Avenir Telecom and
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Can you briefly describe your sector of activity and your establishment?

The Avenir Telecom Group is the leading European multi-channel distributor of mobile phone products and services. The company, created in 1989 in Marseille, just like MailInBlack, has been quoted on the Stock Exchange in Paris since 1998 on the Euronext List.

Established in 8 European countries, it employs more than 2200 people. With 550 sales outlets specifically under the brand name INTERNITY and 4 000 reseller clients in its indirect network, the Avenir Telecom Group has become a leading player in the mobile phone market.

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What type of dysfunctions did spam cause in your company?

Our company is part of the new economy, even if our activity is a sales activity. We have no singularity concerning e-mail if only that we process a lot of it and that it is a favoured means of internal communication. At present, we receive two million e-mails per month of which 90 % is spam. Just imagine that before MIB was implemented, 9 messages out of 10 coming from the outside was spam!

Among the frequent issues linked to spam (reduction in employee efficiency, loss of "valid" messages due to spam, over-extensive administration, deterioration of the I.T. infrastructure), which were the most harmful?

The most harmful consequences were the negative impact on the performance of the messaging service and the fragilization of the security infrastructure, especially concerning the threat of the viruses often carried by spam.

What over-all advantages do you derive from it?

MailInBlack is a supple and effective solution which uses its own built-in anti-virus. The adaptation phase was short and the results immediate and spectacular. But the advantages of the tool go beyond the simple eradication of unwanted messages. Rid at last of the innumerable spam that was polluting their mail boxes and making their lives a misery, our partners were able to find real comfort in their use of the messaging service again. Now they can concentrate on the content of their exchanges. Better still, they have readapted the messaging service which has regained its initial use as an internal and external communication tool.

From a Management of Information Systems point of view, we are satisfied with the reactivity of MailInBlack to the problems that came up with our advanced Notes architecture.



Photo H.Hôte - Caméléon

The first solution eliminating 100% of spam

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