

CUSTOMER SUCCESS STORY



Finance



The Challenge

The AdVertum Group operates successfully in various business fields of the financial services market, including as an insurance broker for trade and industry and in investment counselling and management consultancy. AdVertum accords priority to email for its external communication. However, management of its electronic messages via the Microsoft Exchange server failed to satisfy requirements: "Both the filtering and the administration of email correspondence had to be significantly enhanced. We were also looking for an email archiving solution which allowed the integration of email in the electronic file," explains Martin Hermann, Head of IT and IT Security.

The Solution

Hermann ultimately opted for iQ.Suite when it came to implementing email security solutions such as spam and virus protection, encryption and electronic signature at AdVertum. The company also purchased email management solutions consisting of content-based email classification and forwarding, compliance check and a uniform sender signature. AdVertum now also uses an email archiving solution which offers the option of restoring original emails if required.

The Benefit

The server-based sequence of process steps ensures that incoming emails are decrypted before being checked for viruses and content and subsequently archived and delivered. The sequence is reversed for outgoing emails: virus and content checks precede archiving and encryption in this case. Thus only business-relevant emails reach the recipients' mailboxes and the archiving system, and this has had a positive impact on the performance of the messaging and archiving system.

In the field of email security, the AdVertum Group offers its communication partners the option of encrypting and signing their email correspondence via iQ.Suite Crypt, in order to bolster confidence in this insurance broker. The process takes place automatically in the background without any interaction on the part of the user. iQ.Suite Trailer also ensures a uniform and legally compliant sender signature. ▶



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AdVertum relies on iQ.Suite Bridge and iQ.Suite Store to archive its emails. Incoming emails are intercepted at the server and transferred by iQ.Suite Bridge to the iQ.Suite Store archiving system. "iQ.Suite allows emails to be intercepted prior to archiving and checked for compliance with legal statutes and corporate policies in an automated process. Server-based archiving ensures that all business-relevant emails are retained securely in their original versions. iQ.Suite Bridge also provides the link to our administration program with the electronic customer files," explains Hermann.

The Future

"Comprehensive email management via iQ.Suite meets all our expectations to the full. Emails only have to go through a single process and are available in the customer file via the archive. This creates an integrated flow of information and enhances the service quality," says a delighted Hermann. The simple installation also made a positive impression. The users hardly had to receive any training at all, as all processes are automated. "The solution can withstand even very heavy mail traffic without any concessions in terms of performance. iQ.Suite has really proved its worth as regards our email encryption and archiving," says the satisfied Head of IT. His conclusion: "Employee and company productivity alike have increased noticeably, and cost efficiency has been perceptibly enhanced."

About GBS

GROUP Business Software is the leading provider of IBM Lotus based solutions and services in the fields of Cloud Computing, Email Management and Archiving, Instant Messaging Management, CRM, Workflow, Banking and Risk & Compliance.

Competencies

GBS solutions feature outstanding usability and unmatched efficiency. The necessary user interaction is reduced to a bare minimum. Centrally defined processes ensure compliance with corporate policies and statutory requirements.

Customers

GBS customers include well-known companies from all over the world, such as Deutsche Bank, Ernst & Young, Honda, Allianz and Miele.