



BT CHOSSES VADE SECURE PREDICTIVE EMAIL DEFENSE SOLUTION TO PROTECT ITS CUSTOMERS FROM THE GROWING AVALANCHE OF PHISHING ATTACKS AND SPAM

With users of its email system complaining about an unending torrent of fraudulent, malicious and nuisance emails, BT took on Vade Secure Email Protection to keep its inboxes secure.

SUMMARY

Leading global telecoms company BT was facing a growing challenge from the huge number of malicious and unwanted emails being sent to its customers. After choosing Vade Secure Email Protection Solution, BT was able to drastically reduce the number of unwanted and malicious email reaching customer inboxes, as well as unlocking valuable insight into how its email service is used.

ISSUES

BT is one of the world's leading communications companies, with a history stretching back more than 150 years and operations in more than 180 countries today. It is the largest provider of fixed-line, mobile and broadband services in the UK, as well as being a leader in subscription TV and IT services.

Millions of people rely on BT for their emails, with every internet customer having access to a free email account. However, the telecoms leader was facing an increasingly difficult challenge in keeping its email services safe. Its customers were finding their inboxes flooded with countless spam emails and "graymail" messages, as well as a number of malicious phishing emails seeking to trick them out of confidential data or infect them with malware.

BT's existing email filter was struggling to differentiate legitimate emails from malicious fakes and unwanted spam, leading to a high number of both false positives and false negatives.

Simon Dawes, Head of Email, Identity & Customer Data Security at BT, comments: "The volume of unwanted emails had got to the point where we had to have daily calls about the problem. The amount of unwanted email was making customers' inboxes harder to use, as well as leaving them more vulnerable to phishing scams and malware. There was little our support teams could do to help unhappy customers, and many were going directly to the CEO to complain."

WHY THEY CHOSE VADE SECURE

- ✓ Proof of Concept results
- ✓ Extraordinary filter accuracy and ability to predict future threats thanks to Vade Secure's AI and Global Threat Centers
- ✓ Rapid deployment and ease of use
- ✓ Financial and operational gains offered by Vade Secure solution

MAIN BENEFITS FOR BT



Better user experience

Significant reduction of unwanted spam and graymail messages in customers' inboxes



Enhanced email security

Increased security against all forms of malicious email, including malware, phishing, and spear-phishing



Drastically reduce complaints

Spam reduced from being a potential crisis and leading cause of customer complaint to being an easily manageable issue



New strategic insight

Email categorization provides valuable insight for shaping email services in the future

SOLUTION

With the number of unwanted and malicious emails continuing to increase, BT needed to implement a new email filtering solution to catch these messages before they reached their customers' inboxes. In 2017, the Vade Secure Email Protection solution was selected for a trial in read-only mode, and the results were compared to those delivered by the incumbent solution. BT was greatly impressed by Vade Secure's ability to detect and block unwanted emails and the solution was rolled out in November 2017.

Vade Secure Email Protection Solution analyses each incoming email and categorises it based on its origin, content behaviour and context. Components including the header, message body, HTML and attachments are scrutinised with a combination of heuristic rules and machine learning powered by insights gained from the 500 million inboxes protected by Vade Secure every day.

This combined approach enables Vade Secure to detect, categorize and block everything from high-volume spam emails to advanced spear-phishing attacks using tactics such as domain spoofing to impersonate the domains of trusted organisations.

RESULTS

BT immediately began to see a powerful reduction in the number of unwanted emails that were reaching its customers' inboxes. Averaged over a month, it saw a 5.5-fold reduction in false negative reports and a 28-fold reduction in false positives. At the same time, BT saw no significant increase in postmaster cases for rejected emails.



Simon also found that Vade Secure was successfully detecting more malicious emails than the anti-virus solution used by BT. "At this point we still choose to run a separate AV solution, a belt and braces approach, to ensure there are no gaps, but Vade Secure seems to be finding and stopping more malware than the AV solution itself," he explained.

In addition to drastically reducing the volume of unwanted emails and improving security for users, BT has also seen several benefits from Vade Secure's ability to categorize emails – a capability that was lacking in their previous solution.

Simon explains: "The visibility delivered by Vade Secure's email categorization is providing powerful insight into what kind of threats are targeting our customers' inboxes. This intelligence helps to inform our overall security strategy as it continues to evolve."

He continues: "Aside from security issues, the insight into how our customers are using our email service is also helping us to develop and shape the service to better suit their needs in the future."

« Since implementing Vade Secure we have gone from spam being a number one problem to having it well under control. Previously, we had daily calls to discuss unwanted and malicious emails, whereas we now have just one weekly of which this is just one part of the agenda. We've even seen some cases of customers complaining they aren't getting enough spam, as they assume they must be missing something. »

Simon Dawes