

SPAM IS COSTING NEW ZEALAND BUSINESSES MILLIONS EVERY YEAR

Local IT firm calculates the actual dollars wasted every year and decides to do something about it

According to the NZ Department of Internal Affairs, “the negative effects of spam are significant and far-reaching. Current estimates suggest that around 120 billion spam messages are sent every day. These emails clog up the Internet, disrupt email delivery, reduce business productivity, raise Internet access fees, irritate recipients and erode people’s confidence in using email.”

Given that between 90 and 95% of all email traffic is spam, these ‘negative effects of spam’ are costing New Zealand businesses billions in a number of ways.

IT services company Digital Kiwi Ltd, staggered by the number of their clients who are crippled everyday by unwanted spam, have calculated what the costs to NZ businesses are and have decided to tackle the problem head on.

Digital Kiwi looked at a typical New Zealand SME, a company with 12 desktop computers and 10 mobile devices. On average, they received 8000 emails per day, with 90% being spam. Estimating what costs were associated with lost productivity, wasted IT resources, time and money spent getting their IT team to deal with spam, and problems caused for employees and their smartphones, they put the total cost to the company at around \$18 000 to \$20 000 per year. That’s the equivalent of at least \$1500 per employee annually. Clearly, spam is more than just a technology problem.

Searching for an affordable and effective solution, Digital Kiwi recently launched Spam Gate, a locally produced state-of-the-art anti-spam appliance that is squarely aimed at the New Zealand SME market.

The device, which sits on your network between your email server and the outside world, is able to handle up to 90 000 emails a day, and uses a number of filtering technologies to accurately distinguish spam from legitimate emails. These, combined with its ability to learn an organisation’s unique email message profile and automatic white listing of trusted sources, allow it to accurately filter out 99% of spam emails while having a very low rate of false positives.

David White, Managing Director of Digital Kiwi Ltd, says, “At the moment we are offering customers a free 30-day trial of Spam Gate and so far we haven’t had one decide not to keep it at the end of the free trial period. I think that speaks volumes for its value.”

Spam Gate devices can be leased from Digital Kiwi for \$59.95 per month ex GST, or purchased outright for \$2995.00 ex GST. For more information visit www.spamgate.co.nz.

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For more information, please contact David White on 021 480 948 or david@spamgate.co.nz.

David White is owner and managing director of Spam Gate and its sister company Digital Kiwi Ltd, providing “simple and reliable computer solutions”.

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