

## Video Script

Hello.

My name's David White and I am the managing director of Digital Kiwi Limited. Digital Kiwi is the company that owns the Spam Gate brand in New Zealand. We're 100% New Zealand owned and operated and we've been in business since February of 2003.

Given that you're at the SpamGate.co.nz website I guess it won't come as a great surprise to you that I'm going to talk in this video about spam – the scourge of internet users every where!

So first of all, what is spam?

Spam is the common name for Unsolicited Commercial Email (or UCE), defined by Wikipedia as: “the abuse of electronic messaging systems to send unsolicited bulk messages of a commercial nature indiscriminately.”

The key words here are unsolicited, commercial and indiscriminate.

Spam also of course, is known as: All that crap that fills up my inbox every day!

So why is spam bad?

Well let's face it – spam has no up side. Apart from the spammers themselves, there are no winners when it comes to spam.

- It's estimated that between 90 and 95% of all email traffic across the internet is spam
- SPAM costs billions of dollars to businesses like yours in real dollars and cents
- Just consider , when you get spam:
  - you pay for the bandwidth it uses,
  - you pay for the space it takes up on your server,
  - you pay to back it up onto tape, DVD, external hard drive or whatever your backup media is,
  - you pay for the time it takes your employees to deal with it,
  - you pay for the lost opportunities that arise from accidentally deleting real emails that are mistaken for spam
  - you pay for the unwanted spam emails that come through to your smartphone or BlackBerry
  - and finally you pay for a technician to periodically clear out all the spam that is giving your IT systems coronary heart disease and to repair the damage done to your system by links in spam message to malicious websites or the viruses that are so often delivered by spam.

- And the thing is, most 'offers' marketed by spam are fraudulent. Do you think those are REAL Viagra tablets that some spammer is offering you at 1/100 of the regular pharmacy price? I don't think so.
- Another SPAM related risk is that it massively increases your chances of suffering identity theft. All those emails you get telling you that you've won millions of dollars in a lottery you never bought a ticket for? All they are after (apart from your money) is your name, address, telephone number and so on. Why? So they can impersonate you for fraudulent purposes.

As I said, there's no upside to spam. Spam really is a pain in the inbox.

So anyway... a minute ago I touched on the costs of spam, and that's an interesting point, so I'd like to just look at a quick example of just how costly spam can be in terms of productivity costs.

- Assume a typical small New Zealand business with 10 employees.
- Each wasting just 5 minutes a day dealing with spam
- 10 people X 5 Mins X 249 working days in a year = 12450 minutes wasted.
- That's 207.5 hours...
- Or almost 5 ½ 38 hour working weeks.

Now I don't know about you, but I don't know of many business that can throw away 5 ½ weeks worth of productivity and not see some impact on the bottom line.

So where are we going with this? Where does Spam Gate come in to the equation? Well it's very simple:

- Spam Gate is Digital Kiwi's brand new, state of the art Spam Filter appliance.
- This is one right here.
- This device sits on your network between your router or firewall and your email server and filters out spam emails before they get to your server. This is by far and away the best place to stop them.
- Why? Because once spam gets onto your server, it starts affecting every individual inbox and mobile device; your risk of viruses or trojans in attachments being opened increases; and your storage space and data usage are affected.
- Spam Gate is guaranteed to stop 99% of spam reaching your inbox and is an intelligent system – which means it learns as it goes, building up an accurate picture of what constitutes spam in your unique environment. It doesn't rely on some guy in Silicon Valley updating a signature file based on what he considers to be spam – by the way, did you ever wonder if the people that work at the Viagra factory ever get any email? That's a joke of course, but it illustrates the point – Spam Gate could cope with that because it would learn that emails that contain the word Viagra are not necessarily spam. Spam Gate doesn't rely on word lists or signature files.

- And the best thing of all about Spam Gate? You can try it for free – no risk, no cost. If you sign up for our 30 day free trial, we'll send you a pre-configured Spam Gate device. You plug it into your network, make a few configuration changes to your email server and router and then give us a call. We'll finalise the configuration and you're good to go.
- If at the end of the 30 day period you decide you don't want to keep it? No problem – just return the unit to us and set things back to how they were before.

You know, Digital Kiwi's tagline is "Simple and reliable computer solutions", and Spam Gate is the embodiment of that principle. It's a genuinely good product at a genuinely reasonable price that solves a genuinely real problem for small business.

So what do you need to do next? Just get in touch with us and we'll answer any other questions you might have.

Thanks for watching, and have a great day!