SpamLion, Inc.
Sender Validation Gateway™

&

Advanced Sales and Catering™

DAYLIGHT

People uniquely qualified to redefine sales and catering automation.

The Challenge

Daylight Software is redefining sales and catering automation in the hotel industry with the most technologically advanced software solutions specifically designed to meet the needs of single- or multi-property hospitality and gaming organizations. By helping maximize the effectiveness of the sales process, Daylight increases revenue and efficiency and is committed to leveraging technology and customer input in order to turn Advanced Sales and Catering solutions into powerful strategic tools that help maximize profitability and occupancy rates for the gaming and hospitality industries.

SpamLion - Simply Dependable!

April, 2004. Jack Rosa, IT Director at Daylight was asked by senior management to provide a solution to the ever-increasing volumes of unsolicited mail that was draining the productivity from their sales, marketing and other customer-facing organizations. One member of the team receives a Registration Request email from another SpamLion customer and forwards it to Jack who quickly sees the potential in Sender Validation technology. He is convinced that the SpamLion solution is worth pursuing after contacting the IT manager of the SpamLion customer and discussing the positive contribution that SpamLion made in his organization.

The Solution

Working with SpamLion's customer engineers, Daylight begins a 45-day trial period. The Sender Validation Gateway™ was deployed on the Windows 2000 Server platform to protect a Lotus Notes Domino mail server hosting three email domains. Response from users with protected email addresses was extremely positive. During the trial, the number of unsolicited messages was cut down to almost zero. Within 30 days of the beginning of the trial, management made the decision to purchase the software.

The Results

SpamLion solved the problem it was tasked with: restoring productivity to marketing and telesales; and taking the load off of the Domino server. "Most anti-spam solutions out there are over engineered", said Jack Rosa in looking back on the implementation, "This is one that I can use. It's simple to use. It does all the work and I get to go home at night."

Putting the mind of the first-time sender at ease in accepting the message contained in the Registration Request email is very important with some customers. SpamLion allows the customer to configure the phrasing of the message, even including "meta-tags" to give the message a personalized look. SpamLion developers are very much aware of this "social engineering" aspect of the Sender Validation technology and want to make senders comfortable to validate without thinking the message isn't some scam or virus.

SpamLion automatically adds the address of every outbound email message to its white list database. People who respond are not required to go through a validation process. SpamLion's white list can be updated in a batch process to include addresses from mail clients such as Outlook or from a Distribution List maintained on the mail server. Jack says "Once the decisions on the initial configuration are made it just runs! It's very consistent and dependable."

Another issue that is important to all IT managers is the level of support that they receive from their vendor. Again, from Jack Rosa, "Support is first-rate. These guys know email and are very responsive. They work with you to understand the situation and make sure that you understand the solution and are satisfied with the results."