



Services

Leading equipment listing service relies on MDAemon to process more than 80,000 messages each day.

Dealers and purchasers worldwide use the Equipment Locator Service (ELS) web site to list and search for equipment they need to sell and buy. Since the 1990s, ELS has pioneered the practical deployment of online, searchable inventories of new and used equipment. The equipment information consists of detailed specifications, asking prices and multiple photographs. ELS has established and maintained its listing service leadership by adding features such as multiple language translations so equipment listed in one language can be searched and viewed in any of the other available languages, including Arabic, Chinese, Danish, Dutch, English, French, German, Italian, Portuguese, Russian and Spanish.

“We host email for companies that live and breathe...e-commerce.”

In addition to using the listing service, nearly 350 equipment dealers from around the world host their email domains with ELS, giving the company some 5,700 email accounts to manage. As a result, ELS processes more than 80,000 messages in a typical 24-hour period, eliminating almost half because of spam or viruses, while delivering those remaining as legitimate email.

Because equipment dealers using ELS are selling through e-commerce, reliable email is extremely important to their daily business activities, according to Eddie Cornejo, IT manager for ELS. “We host email for companies that live and breathe equipment sales through e-commerce,” he explains. “They do multimillion dollar deals by using email. So, for example, when a business is trying to sell a \$200,000 combine, if they are having to wait on an unreliable or sluggish email server, it becomes a very critical business issue.”

For ELS, the biggest challenges to setting up hosted email involved finding secure, economical, low-maintenance, easy-to-use and stable software. After coming up short with three other products, ELS found what they needed in the MDAemon email server and its security plug-in, SecurityPlus for MDAemon.

Today, ELS provides email services for all of their customer accounts through one mid-range computer running MDAemon. For load balancing, a pair of entry-level machines configured as gateways use MDAemon to control access and SecurityPlus for MDAemon to do initial spam and virus scanning.



Customer Profile

Established in 1995, Equipment Locator Service (ELS) is a global product listing service to facilitate the online buying and selling of equipment for heavy industry, construction, warehousing, logging, forestry, farming and grounds maintenance. In addition, ELS offers web site and email domain hosting for equipment dealers.

Challenge

ELS needed a Windows-based email server with multiple domain support, effective spam and viruses detection with no-false positives, low administration requirements and a web interface for delegating tasks to domain administrators, plus the capacity to support several thousand accounts with a combined traffic volume of more than 80,000 messages daily.

Solution

The MDAemon email server and SecurityPlus for MDAemon from Alt-N Technologies.

Product Features Helpful to ELS

System Monitoring

Being able to monitor MDAemon through an application interface on Windows is one of the features Mr. Cornejo most likes about MDAemon. "The graphical interface allows me to easily see what is going on in the system," he says. "Things such as the email queues and statistics are laid out in front of me for easy access."

Disaster Recovery

Disaster recovery is fast and easy with MDAemon, which is another plus for ELS. "Although we have yet to need it," says Mr. Cornejo, "this is one area I thoroughly tested before purchasing MDAemon. It takes minutes to totally restore the system."

Web Administration

Each of the dealerships hosted on ELS has web administration access to add, change and delete individual accounts, individual account options and mailing lists for their own domains.

Localized Web Mail

MDAemon includes built-in web mail with its WorldClient interface translated into more than 25 languages, including most of those supported by the ELS e-commerce system.

Groupware Collaboration

Some of the dealerships hosted on the ELS email system use the groupware collaboration functions built into WorldClient to share and work together on web-based calendars, contacts, task lists, notes and email messages. MDAemon also integrates with the collaboration functions of Microsoft Outlook, through its Outlook Connector plug-in. ELS is currently evaluating Outlook Connector as another possible service offering.

MDAemon out performed the competition with its multiple domains, security protection, technical support and operational stability

Before choosing MDAemon as the email server for their e-commerce business, ELS tried three other products, including one specifically designed for enterprise and Internet Service Provider (ISP) applications. According to Mr. Cornejo, each of the other products had critical limitations making them unacceptable for the requirements of ELS. "Basically," he says, "they were all disasters."

For example, one of the servers could not correctly manage multiple accounts having the same name, but located in different email domains, such as you@yourdomain and you@ourdomain. Another supplied inadequate protection against spam and viruses. And the third lacked reliable technical support from the software developer. In addition, two of the three servers crashed with business-crippling regularity. These problems, plus others, were solved when ELS deployed MDAemon, explains Mr. Cornejo. "We have been running MDAemon for two years," he says, "and it is rock-solid."

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MDAemon's security features to detect and reject spam are especially helpful to ELS, says Mr. Cornejo. "When I initially set up MDAemon, the spammers were really hammering us," he explains. "We were getting 'server too busy' errors because we were running out of ports on the server."

To immediately control this problem, Mr. Cornejo configured MDAemon to refuse connections from IP addresses sending spam. Still in use today, his settings automatically block connections for specified amounts of time—from minutes to weeks—depending on the severity of the spam being sent. "Most of these messages originate from compromised 'zombie' machines, so I don't worry too much about blocking legitimate emails from these addresses," he says.

The added layers of protection provided by SecurityPlus for MDAemon on the front end of the email servers also helps to automatically and accurately block spam and other email-borne security threats, while delivering legitimate business email.

To further assure legitimate messages are delivered, Mr. Cornejo uses white lists and exceptions lists for specific domains and IP addresses, even if they occasionally are the sources of high-scoring spam. "For instance," he explains, "we receive a lot of email from one equipment supplier and sometimes there is some junk mail coming from their corporate system. But I want to allow that email, regardless of the spam score, because their legitimate mail is so critical to some of our dealerships. This type of flexibility within MDAemon is very important for our situation because our dealerships so heavily depend on email."



Trusted Messaging Solutions

2550 SW Grapevine Parkway,
Suite 150 Grapevine, Texas 76051
Phone: (817) 601-3222

Fax: (817) 601-3223

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