



Company: New Zealand News UK

Location: London, UK

Contact person: Janine Brinsdon

Job position: Director and major shareholder in New Zealand News Online Ltd

Industry: News publishing

Mailboxes: 20

Mail Volume: 5000 per month

Solution: SPAMfighter

### **SPAMfighter's antispam filtering solution – good news for New Zealand News UK!**

The New Zealand News UK website provides the New Zealand expat community in Great Britain as well as British migrants with the latest general news, business, travel, immigration, real estate, recruitment and sports news. It is ranked top 5 on google.co.uk searches for news about New Zealand. On average, over 30,000 visitors are attracted to the site every month and, according to the website's director Janine Brinsdon, the figures are continuing to grow.

Being a publishing company, New Zealand News UK had to offer generic email addresses for some of its key functions. This made the company an easy target for spammers. As Brinsdon recounts, this was becoming such a major administrative problem that operators of those email addresses avoided opening them: "This naturally meant that some genuine emails were lost amongst the spam items - impacting on our content and financial success."

Something needed to be done quickly and the company relied on the advice of its IT contractor. "He suggested SPAMfighter as he had recommended this product to other smaller companies. He was confident in the service provided and the ease of integration." says Brinsdon. New Zealand News UK now uses SPAMfighter for Exchange Module (SEM), one of SPAMfighter's various server solutions for companies of any size.





“Before we engaged with SPAMfighter, our spam ratio was unmanageable. With my inbox alone, I would have been receiving 5 spam for every 2 genuine emails.” Brinsdon recalls. But the spam problem is now a thing of the past, as NZ News UK profits of the SPAMfighter community of more than 6 million users. When a spam mail is being reported by a certain number of SPAMfighter users, it will be removed from the inboxes of all SPAMfighter users, thus providing instant spam protection with no configuration or maintenance efforts.

### **About New Zealand News UK**

The newspaper was founded in 1927 as a medium for the New Zealand expat community and it was distributed worldwide. The newspaper went online in 2006, now encompassing subjects that make it a valuable source of information to potential migrants, tourists, investors – in short, everyone who has a connection to New Zealand. NZ News UK strives to deliver top stories from New Zealand, serving them with a UK perspective.

### **About SPAMfighter**

SPAMfighter is Europe's leading spam filter developer. The Danish company is owned by the founders of Jubii.dk, Henrik Sorensen and Martin Thorborg, together with two programmers, Daniel Hjortholt and Martin Dyring. SPAMfighter employs 35 people and is based in Copenhagen. SPAMfighter North America is based in Boca Raton, Florida and is headed by Martin Thorborg.

