The SECRET COSTS of Your Email Security

Email that you don't get can cost you more than you think.

sendio®

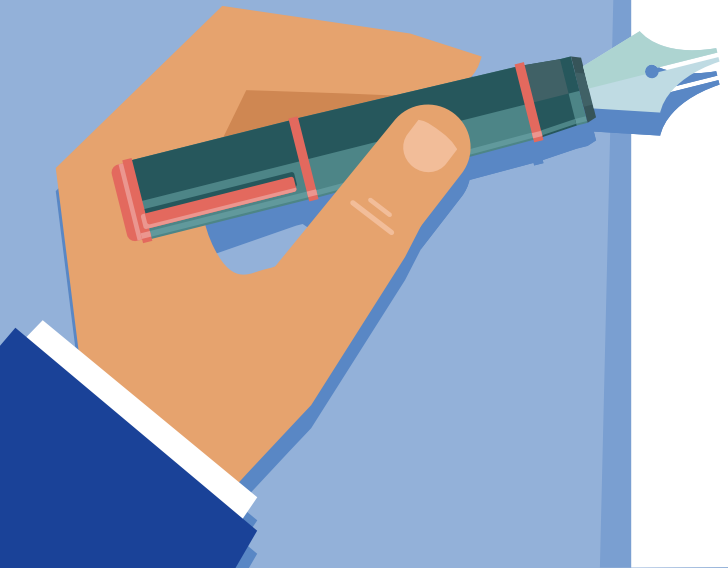
Incoming Transmission

Pull out your pen and invisible ink to write down this important question:

What are you paying your email security provider to do?

If you said something along the lines of:

I pay my email security provider to stop malicious email spam from ending up in my organizations' inboxes.



You'd have the most common answer—**AND AN INCOMPLETE ONE.**

Just Part of the Answer

Keeping emails out is just part of what your email security provider does for you: They also decide which emails you receive.

Q: What happens when your email security gets an email wrong?

A: Spam gets into your inbox: Everyone understands why this is bad. It potentially gives hackers a foot in the door of your organization.

ALL SPAM NEEDS TO BE STOPPED.

A: Legitimate email ends up in your spam folder: The danger here might not be so clear but what if you…

- Missed an email telling you about a court date change.
- Didn't see an email with important tax filing information.
- Never saw a response from a client about their new contract.

An Industry Secret

Is the coast clear?

We have an industry secret we want to share with you: **Everyone blocks almost all spam**.

Once upon a time in the 1990s and early 2000s spam was flooding inboxes. Since then, email security providers have gotten really good at blocking spam—most claiming spam block rates over 99.9%. Although businesses could use these providers to block almost all the spam they received, they were leaving themselves open to potential catastrophe...why?

Many email security providers made sacrifices to get incrementally higher block rates, and those sacrifices have resulted in more false positives.

Causes of False Positives

When your email security classifies a legitimate email as spam, we call that a false positive. False positives are almost always a result of errors made because of content filtering.

Consequences of False Positives

Some organizations experience frequent false positives, meaning they need to waste time checking their spam folder every day to sift through all the spam to find important emails they may have missed that day.

What's more worrisome (and more common), though, is that if you aren't checking your spam folder, **you might never notice that you missed an email**.

The False Positive that Cost One Law Firm Thousands of Dollars

Don't believe business actually suffer because of false positives? One Colorado law firm **missed a court date** because their spam filter prevented them from receiving emails from the **U.S. District Court of Appeals**.

Because of the missed court date, the law firm was required to pay attorney fees and expenses of the firm on the other side of the case.

[You can read about it in the Washington Post.]

Common False Positives

These emails are common false positives because they can look a lot like spam:

They might be sent from an automatic sender.

They include lots of numbers.

They tend to have unusual formatting.

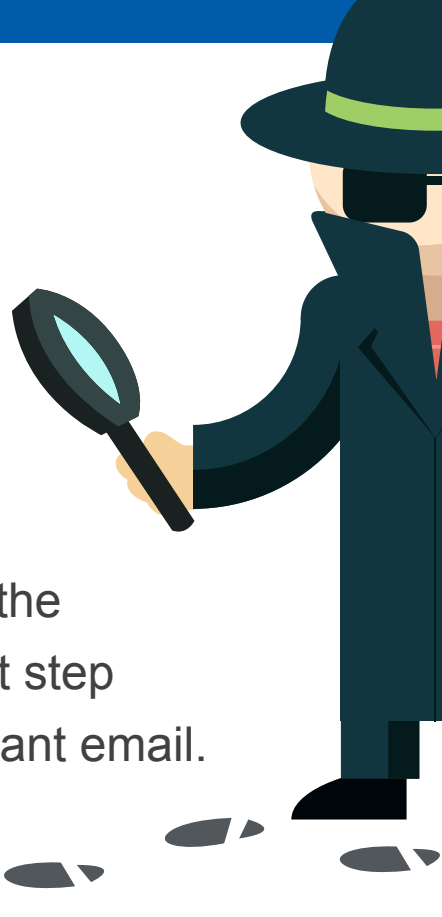
All of these could cause a content filter to unjustly banish an important email to the spam folder.

What this Means to Your Business

If your email security provider uses content filtering (and most do), sooner or later you'll miss an important email because it ended up in your spam folder. It's only a matter of time. How much that missed email costs you depends on how important the email is, but **why take the risk**?

There is a better way to filter email that eliminates the possibility of false positives.

A Better Way to Filter



Sendio filters by contact, not just content. While everyone else was chasing down the rabbit hole of content filtering, Sendio developed a better way to filter emails that avoids all false positives.

Instead of just looking at what is in an email, Sendio also considers who the email is from when deciding if it is spam. Adding this simple but important step into the process makes sure that your business will never miss an important email.

ADD MORE CERTAINTY TO YOUR EMAIL SECURITY COSTS BY ELIMINATING THE POSSIBILITY OF A FALSE POSITIVE COSTING YOU BIG.

sendio®

About Sendio: Sendio offers solutions to enterprises and institutions that will increase employee productivity while eliminating all spam and bulk email without any false positives—ensuring you only receive emails from trusted sources. To learn how Sendio can help your business achieve greater email efficiency, call **(877) 363-2772**.