



HORNETSECURITY

## boost<sup>®</sup> | shopper activation

Driven by innovation and growth - International full-service provider for creative marketing and sales services, Boost Group, offers forward-thinking marketing solutions for B2B across a wide range of sectors to drive POS and retail sales to increase revenue. As a growing company, the Boost Group is increasingly facing the threat of cyberattacks and needs a solution to protect the main gateway of hacker attacks: Their email communication.



- INDUSTRY** Retail, Marketing & Sales Services
- SERVICE** 365 Total Protection Enterprise
- COMPANY SIZE** around 170 Employees
- WEBSITE** [www.boostgroup.eu](http://www.boostgroup.eu)

### INITIAL SITUATION

Easy and mobile collaboration and communication - In the age of digitalization and the cloud movement, the Boost Group decided to host its emails via Microsoft Exchange Online. However, the IT administrators noticed a high volume of spam emails after a short period of time, which not only significantly affected daily workflow, but also threatened it with the possible intrusion of malware. To protect the company and its employees from further phishing emails and viruses, the Boost Group IT team decided to implement a suitable email security solution. They also needed a service that would effectively and securely encrypt confidential information in email communications between employees and customers.

### SOLUTION

With AI-based features and comprehensive analysis mechanisms to detect and block spam as well as advanced cyberattacks—such as business email compromise, ransomware, and spear phishing—365 Total Protection Enterprise meets the needs of Boost Group's IT administrators. In addition to protecting against any cyber threats, the Global SMIME/PGP Encryption feature provides easy implementation and management of encryption technologies. S/MIME ensures the confidentiality of transmitted messages between senders and recipients and protects transported data using cryptographic encryption methods. With Userbased Individual Signatures and Company Disclaimer, uniform signatures and legally compliant disclaimers are automatically attached to every outgoing email.

### RESULT

The clear and structured control panel gives Boost Group's IT team a quick and easy overview of email traffic as well as detailed information about blocked malicious emails. The ability to give users control over daily spam by sending out quarantine reports dramatically reduces the workload of the administrators. Most importantly, they are excited about the increased redundancy with regard to operational costs and reliability. 365 Total Protection Enterprise enables Boost Group's secure, consistent and smooth email communication. „The flawless confidential exchange of emails with our customers is extremely important. Since migrating Hornetsecurity's services, we have seen comprehensive benefits: No annoying spam, fast and straightforward management of the encryption service as well as automatically generated signatures on outgoing emails," says Joris van Kuijk, IT Systems and Support Specialist at Boost Group.

*"INFORMATION IS BUSINESS-CRITICAL ASSETS, TO BEST PROTECT THEM AGAINST ALL KIND OF THREATS IS A MUST."*