

Five Reasons You Don't Want SPAM in Your Inboxes



This has become a topic of conversation this month. The reason...I have been seeing more and more problems and lost productivity due to SPAM-related issues than ever before. Most people, including business owners and managers, think of SPAM only as an annoyance rather than a real threat to their business and bottom line. Keep reading as to what other problems SPAM can cause and what you can do about it.

Reasons you don't want spam on your network:

1. The obvious one...It's annoying. Hands up, who really enjoys reading Viagra ads?
2. It's dangerous. Viruses and other malware can easily slip into your computers, servers and network cleverly disguised as an innocent little email. Since you opened it, your antivirus may assume it's ok and let it go. Or your employees may be tricked into clicking on a link that can take them to dangerous websites that can be just as dangerous.
3. It's time-consuming. We did a test with a few people and a stopwatch. It takes about 1 minute of time for an employee to safely delete 5 SPAM messages. If your average employee is receiving 15 SPAM messages per day (a relatively low number) that means that each employee is probably losing 3 minutes a day of productivity. Doesn't sound like much but if you have 10 employees, that's 30 per day or 2.5 hours per week. If you hourly fixed expenses are costing your firm \$240 per hour...well you can do the math.



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4. It's obstructive. How many good emails from customers, vendors or employees did your staff miss last year because they were "sandwiched" between all kinds of SPAM? On average, people who receive an average amount of SPAM (5 or more a day), miss about 2 good emails per week. Again, do the math.
5. It can cost your company dearly. It's called "blacklisting." That's what happens if you get a virus that starts unknowingly sending out SPAM from there computer. The internet and the email servers on the internet are pretty smart. When they start seeing a lot of SPAM coming from a certain email address, domain or IP address, they will "blacklist" that email account, domain or IP address. That means that email server will no longer accept emails from your employee/s. Here is the fun part. Once blacklisted, we have to clean up the attack, document the clean up then start trying find and contact the email server administrators for the email servers that have blacklisted you. This can take months and cost thousands of dollars in man hours and you may still never get it all cleaned up. Meanwhile your employees cannot send emails reliably.

There are other reasons like the bandwidth you used to download the SPAM and the disk space it consumes on your computers and servers but these are the 5 biggest and most expensive reasons.

So what can you do about it? While lots of antivirus/internet security software companies can sell you a suite of software that will reduce or eliminate SPAM, most experts agree that it would be best if it never came in to your network to begin with. Consult a business technology firm that can provide offsite SPAM filtering and management and make this problem a thing of the past.

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