

# Korean Newspaper Company Eliminates Millions of Spam per Month with Trend Micro™ Solutions

*Established in 1988, Kukmin Ilbo delivers daily news nationwide and also operates an online news site. Employees rely on email for in-house communications and for interactions with the public. As email use has grown, so has spam. The company set out to eliminate this threat to security and productivity.*

**“Trend Micro™ solutions helped our company build a two-layered anti-spam solution, with the current spam blocking rate reaching 97 percent.”**

— Soon-Yool Yoon  
Assistant Manager  
Kukmin Ilbo

## KEY BENEFITS

- **Modular, integrated solution with protection built into the network at multiple points**
- **Reduced complaints from users and management**
- **Elimination of 97 percent of spam**
- **Additional protection from viruses, worms, and other threats to security**

## Recognizing the Spam Threat

The management team at Kukmin Ilbo has demonstrated a long-term commitment to technology investments. Particularly, the company has very actively addressed security-related problems that can result when reporters and employees have increasingly higher levels of interaction with the public at large. The newspaper company's active stance in addressing threats to its business operations has resulted in aggressive security strategies that include firewalls, gateway security, and virus protection.

The company was quick to recognize the increasing sophistication of spam. Kukmin Ilbo not only knew they had to block inappropriate content and indecent ads from spreading on the corporate network, but they understood that spam could also be used to deliver worms, viruses, and phishing attacks that might result in extremely detrimental breaches of confidential information. “Spam was a very serious problem not only to our reporters but also the employees in charge of administrative affairs and computerization. Every day, we were getting 200- to 300-thousand emails, most of which turned out to be spam,” explained Soon-Yool Yoon, an assistant manager of Kukmin Ilbo.

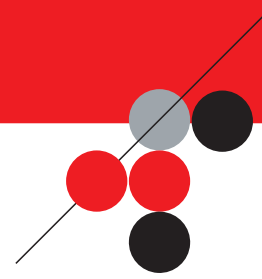
## Why Trend Micro?

Kukmin Ilbo's IT team set out to evaluate anti-spam technology. After five months of benchmarking tests, IT found that a combination of Trend Micro products offered the best solution. The extensive pilot period also allowed the IT team to conclusively demonstrate to employees and management that the Trend Micro solution would not degrade system stability or otherwise impact their day-to-day operations. The company deployed:

- Trend Micro™ Spam Prevention Solution, an application that blocks spam at the gateway
- Trend Micro Network Reputation Services (included with Spam Prevention Solution for no additional cost), to detect and block spam from known spam-producing sites
- Trend Micro InterScan™ Messaging Security Suite, for comprehensive messaging security, including antivirus, content filtering, and anti-spam protection

## Achieving 97 Percent Blocking of Spam

With its new Trend Micro security solutions, the newspaper company enjoys an almost spam-free environment. The solutions enable the company to focus on legitimate emails and maximize work efficiency. In addition, the Trend Micro anti-spam technology blocks phishing, viruses, and worms that are embedded in emails.



According to Mr. Yoon, other companies' spam protection systems were limited to content filtering. "Content-filtering methodology examines messages that have already arrived at the email server," said Mr. Yoon. "This is merely an ex post facto measure and thus cannot be a sure cure for spam. Furthermore, this method only operates after spam has infiltrated the network. Spam sites can still send overloads to a server and eventually tie up the resource."

Trend Micro solutions perform two types of filtering: content based, and reputation based. By checking incoming email before it is passed to email servers, messages from sites known to produce spam can be blocked before they impact servers and network bandwidth. Spam can be successfully quarantined at the network gateway, even if the senders attempt to make a direct attack on a particular user's system.

### Multi-Layered Defense

Mr. Yoon summarized, "Trend Micro solutions helped our company build a multi-layered anti-spam solution, with the current spam blocking rate reaching 97 percent." He also explained that Kukmin Ilbo is given detailed weekly reports on the sources and types of spam emails and phishing attacks. He pointed out that one third of the spam emails that are blocked by this system originally come from zombie PCs infected with bots. Based on these detailed reports, Kukmin Ilbo can block unknown BOTNET attacks.

The results are impressive: On a typical day, Trend Micro Network Reputation Services blocks 160,000 to 240,000 emails. Trend Micro Spam Prevention Solution then quarantines any spam messages that make it through the first line of defense. Trend Micro InterScan Messaging Security Suite provides the platform for Spam Prevention Solution and seamlessly integrates this anti-spam and anti-phishing security with antivirus protection and content filtering for comprehensive, layered protection. Today, the number of spam emails that the company actually receives is very small, and employees and management alike have given high marks to the Trend Micro solution.

### Corporate Profile

**Kukmin Ilbo** • Seoul, Korea • [www.kukminilbo.co.kr](http://www.kukminilbo.co.kr)

Established in 1988, Kukmin Ilbo publishes a national daily newspaper in South Korea, and also operates an online Korean news site ([www.kukinews.com](http://www.kukinews.com)). To compete in the dynamic Korean marketplace, Kukmin Ilbo has adopted a strategy that focuses on technology investments to streamline operations and set them ahead of the competition.

**Industry/Vertical:** News Media

## TREND MICRO PRODUCTS

### Trend Micro™ Network Reputation Services

<http://www.trendmicro.com/en/products/nrs/overview.htm>

### Trend Micro™ Spam Prevention Solution

<http://www.trendmicro.com/en/products/gateway/spam/evaluate/overview.htm>

### Trend Micro™ InterScan™

#### Messaging Security Suite

<http://www.trendmicro.com/en/products/gateway/ismss/evaluate/overview.htm>

## Trend Micro, Inc.

Trend Micro Incorporated is a pioneer in secure content and threat management. Founded in 1988, Trend Micro provides individuals and organizations of all sizes with award-winning security software, hardware, and services. With headquarters in Tokyo and operations in more than 30 countries, Trend Micro solutions are sold through corporate and value-added resellers and service providers worldwide. For additional information and evaluation copies of Trend Micro products and services, visit our Web site at [www.trendmicro.com](http://www.trendmicro.com).

### Trend Micro Inc.

10101 N. De Anza Blvd.  
Cupertino, CA 95014, USA  
toll free: 1+800-228-5651  
phone: 1+408-257-1500  
fax: 1+408-257-2003  
[www.trendmicro.com](http://www.trendmicro.com)

