



Case Study: *e*live

Elive

When an Internet Service Provider decided to expand their service portfolio to address the growing need to provide reliable anti spam services to their customers they knew one of the core challenges would be to provide a service which effectively blocked spam while also avoided causing any disruption to email systems already in place and in use by customers.

Elive is an Internet Service Provider based in Limerick, Ireland. Elive offers a full range of internet services to its customers ranging from website hosting, email services, internet access and web application development.

The Challenge

Elive turned to Asometric to offer their customers a custom branded solution to integrate into their service portfolio which was both easily deployed and reliable. The service provided would also need to be able to scale up to the point of scanning millions of mails per month as more of Elive's customer base turned to the service. Sean Ryan Managing Director at Elive explains

“Spam was a growing problem for us and our customers. We needed a solution that allowed us to solve this and provide a system that was easy for our clients to manage. Asometric's system gave us all this and more.”

The Solution

Asometrics solution was to provide Elive with a bank of servers completely for Elive's own private use to provide services to their customers. This allowed Elive to have full control of the service that they provided and the online web based customer management interface allowed Elive to add/remove or edit domain information as needed. By simply changing a single DNS record Elive could now provide any customer with a hosted antispam solution.

Benefits

Increased Revenue

By choosing to avail of the service on a per server license Elive were now able to choose their own pricing structures to give their clients rather than rely on working around per domain or per user fees which other suppliers provide. This allowed Elive to increase revenue without sacrificing quality of service.

Lower Costs

Asometric service also had more added benefits such as saving Elive on bandwidth since they now only needed to handle filtered mail coming onto their network infrastructure, reducing the overall inbound email traffic. The reduced traffic rates of inbound traffic to Elive's mail system reduced infrastructure costs and also reduced overall server support issues.

Branding

Custom branding of the online interface using Elive logos rather than Asometric logos allowed for tighter integration into Elive's online management solutions that they provide to their customers.

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