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Lion Button Company chooses Voyant's ContentCatcher to solve overbearing SPAM problem

New York, NY -- April 15, 2006 -- One would think that a button manufacturer would not be a target for spammers, but don't tell that to Jonathan Lidz, Vice President of Lion Button Company. He was personally receiving over 500 unsolicited e-mail messages per week, and spam was causing all sorts of productivity and infrastructure issues. "Our e-mail system had ceased being a productive business tool," according to Mr. Lidz.

Lion Button's technical staff was already overburdened dealing with complex ERP and WAN projects, so beginning another project to combat Spam wasn't an option. So after hearing about Voyant Strategies' ContentCatcher Spam Management Solution, Mr. Lidz decided to try it out.

ContentCatcher manages the ever-growing Spam problem by combining best practices in content filtering with a unique process that eliminates most of the management costs and risks associated with legacy Spam solutions and services.

According to Mr. Lidz, "The ROI is positive immediately. I figured we regained 20 hours of lost productivity in the first week alone. If I add a calculation for storage cost and traffic burden on our mail server the ROI is even more heavily skewed towards utilizing ContentCatcher."

Lion Button conducts much of its business via e-mail, so it was important that the solution be reliable, secure, and easy to use. "The user interface is intuitive and requires little personalized training. The potential for harassment law suits has been greatly reduced as we have taken every step possible to eliminate offensive communications directed to our staff," said Mr. Lidz.

"We are absolutely thrilled with Content Catcher. I think it's a killer app," said Mr. Lidz.

About Voyant Strategies

Voyant Strategies is a New Jersey-based consultancy that specializes in Spam Remediation, Network Security, and Enterprise Data Storage.

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