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R & R Marketing swaps out Spam filter for Voyant's ContentCatcher Managed Service

West Caldwell, NJ -- February 5, 2006 -- Joe Rodriguez, Network Manager with R & R Marketing, one of the premier liquor distributors in the region, was facing an incredible challenge: more than 60% of his inbound e-mail was junk. He had purchased a keyword-based Spam filter, but he just couldn't keep up with the enormous volume and changing nature of the unwanted mail. He discovered ContentCatcher from Voyant Strategies, and within a week it was in production and his Spam problem was solved.

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. It is designed to be up and running for an organization of any size within days.

According to Mr. Rodriguez, "ContentCatcher is a worry-free approach to e-mail filtering. It has saved me many hours of fine tuning, and it is able to meet our growing concerns about unsolicited e-mail."

E-mail is a critical application for R & R, as it is the communications method the company uses to connect with both its customers and vendors. "The user interface is intuitive and gives each user the ability to actively manage their mail themselves," said Mr. Rodriguez.

"Best of all, the Spam complaints have finally ended." said Mr. Rodriguez.

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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