

MDaemon Helps Billiard Factory “Fix It and Forget It”

Email security platform delivers more value for Microsoft 365 customers



EXECUTIVE SUMMARY

As a small business, what do you do when the big players in a mission-critical industry don't meet your business' needs? You find a cost-effective, easy-to-use solution with great customer service – the kind developed by an industry expert in email security. That's how MDaemon Technologies came to be the email security provider for Billiard Factory.

Headquartered in Texas, Billiard Factory is one of the nation's largest billiard and game room furniture retailers. In 47 years, the company has grown to include 10 retail stores (with more opening in 2020) and multiple distribution centers. Even so, it's a truly family-run business under the stewardship of the second generation owners.

CHALLENGES AND OBJECTIVES

Like small business executives everywhere, Ken Santoro, Billiard Factory's director of IT and eCommerce, wears a lot of hats: He's responsible for every step of the customer experience, which includes everything from warehouse and inventory issues to marketing and sales and the eCommerce platform.

“However, I'm also the only IT guy, so it's really important that our email security be a ‘set it and forget it’ kind of operation,” he said. “I appreciate vendor partners who know how a small business really runs.”

When he first joined the staff four years ago, Ken's predecessors were running their own proprietary email server, so he migrated to Microsoft's Office 365. The move made sense for their environment and the applications they needed to use. However, Ken recognizes that Microsoft 365 is now an even more popular target for cybercriminals trying to spread phishing and ransomware attacks.

“We're never going to have a full IT team, so the products we use need to make sense, even to non-IT people,” he said. “And you've got to have an email filter. You can't rely on Microsoft's filter.”

Billiard Factory used Mimecast for a couple of years, but Ken found the interface complicated and the performance left him frustrated.

"We were using MimeCast because it was the easy choice," he said. "But when it came time to renew, I wanted to know if there was a better and more cost-effective approach to email security."

RESULTS

Ken's research brought him to reviews of MDAemon Technologies' SecurityGateway. After two demonstrations and a series of conversations about coordination between Office 365 in the cloud and Billiard Factory's two domains, the business made the conversion from MimeCast to SecurityGateway.

"MDaemon's technicians did a great job," Ken said. "I relied on their team to set it up, and now, other than the normal administrative things, I don't have to worry about SecurityGateway. It's a very cost-effective email security solution that works."

Ken reports that the platform interface is easy to use, and he particularly likes how effortless it is to track incoming emails. "My first test is, did the gateway see it. The email logs in SecurityGateway are much easier than Exchange or MimeCast," he said.

Ken also really appreciates MDAemon Technologies' technical support team: "MDaemon responds right away, and they're not afraid to pick up a phone. I just call and their team takes care of it. There are no endless rounds of emails with eight hours in between. It's all I could ask for."

LET SECURITY GATEWAY SUPPORT YOUR BUSINESS

MDaemon Technologies built the SecurityGateway platform using over 20 years of email security expertise to deliver an easy-to use, cost effective and reliable email gateway platform that can be used with Microsoft Exchange, 365 or other email platforms. For businesses using 365, SecurityGateway offers stronger protection against email-borne threats.

To learn more about how MDAemon Technologies can support the email security needs of your business, give us a call at 817-601-3222 Option 3, or visit us at securitygatewayforemail.com.



"I can't function without being able to rely on my technology partners – which is half the battle in a small business. You've got to find the right partners to rely on. And the bottom line is, SecurityGateway works."

**KEN SANTORO, DIRECTOR OF IT AND
ECOMMERCE FOR BILLIARD FACTORY**