



Case Study



Cellopoint Uses Abusix Mail Intelligence To Mitigate Evolving Inbound Threats

Industry

- Security Vendor

Background

- Cellopoint is a cybersecurity company in email security, aiming to provide visibility into potential risks and preemptively stop attacks targeting an organization's people, data, or brand.
- Cellopoint's global threat intelligence (TI) network uses AI and a TI research team to analyze real-time threat data.

Situation

- Cellopoint set a business objective of expanding their customer base by targeting customers with higher cybersecurity standards and requirements.
- To achieve that business objective, Cellopoint evaluated several products including Abusix Mail Intelligence using 3 criteria: quality of data, timely alerts, and easy integration.

Partnership

- Cellopoint first heard of Abusix's reputation for high-quality threat data and was interested in evaluating its use
- Abusix's data enabled Cellopoint's analysts to identify and manage risk in real time.
- Cellopoint found Abusix Mail Intelligence easy to integrate, with minimal time to get up and running and obtain results

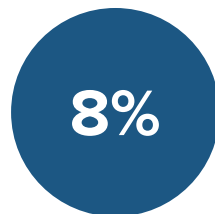
Results

- Partnering with Abusix resulted in an increased detection rate of 8%, a reduction in false positive rate by 5%, and a 13% productivity increase.
- Collaborating with Abusix helped Cellopoint expand its customer base in the global market and increase customer satisfaction

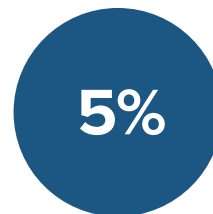
The Customer

Cellopoint is a leading cybersecurity company with 20+ years of experience specializing in email security, focused on safeguarding organizations against email-borne threats and compliance risks. The company emphasizes the protection of people, data, and brand integrity through a suite of email security solutions. Cellopoint's mission centers on making email communication safer and more secure for its users by leveraging advanced technologies and methodologies.

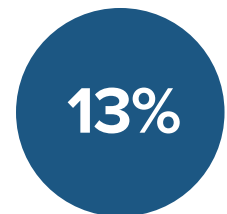
Cellopoint Defender and Email Threat Protection service secures organizations from a range of email-borne threats, from spam and viruses to sophisticated phishing, ransomware, and zero-day exploits. Cellopoint offers API-based cloud email security solution and Gateway-based email security solution. To secure email, Cellopoint employs a combination of global intelligence feeds, multi-layered detection, and artificial intelligence techniques. Their solutions aim to go beyond traditional single-layered defenses with a multi-faceted approach that includes anti-spam, anti-virus, domain authentication services, and protection against malicious URLs and attachments, among others.



Increase in
Detection Rate



Reduction in False
Positive Rate



Increase in
Analyst Productivity

The Situation

Cellopoint set business objectives to expand its customer base by targeting customers with higher cybersecurity requirements. To penetrate more deeply into this market, Cellopoint needed to find high-quality and accurate data that would provide timely alerts, a low false positive rate, and a low false negative rate. Cellopoint understood that strong blocklists would be an easy solution to help prevent malware and spam from reaching any network. This would allow their customers to identify and mitigate risk in real-time.

The Partnership

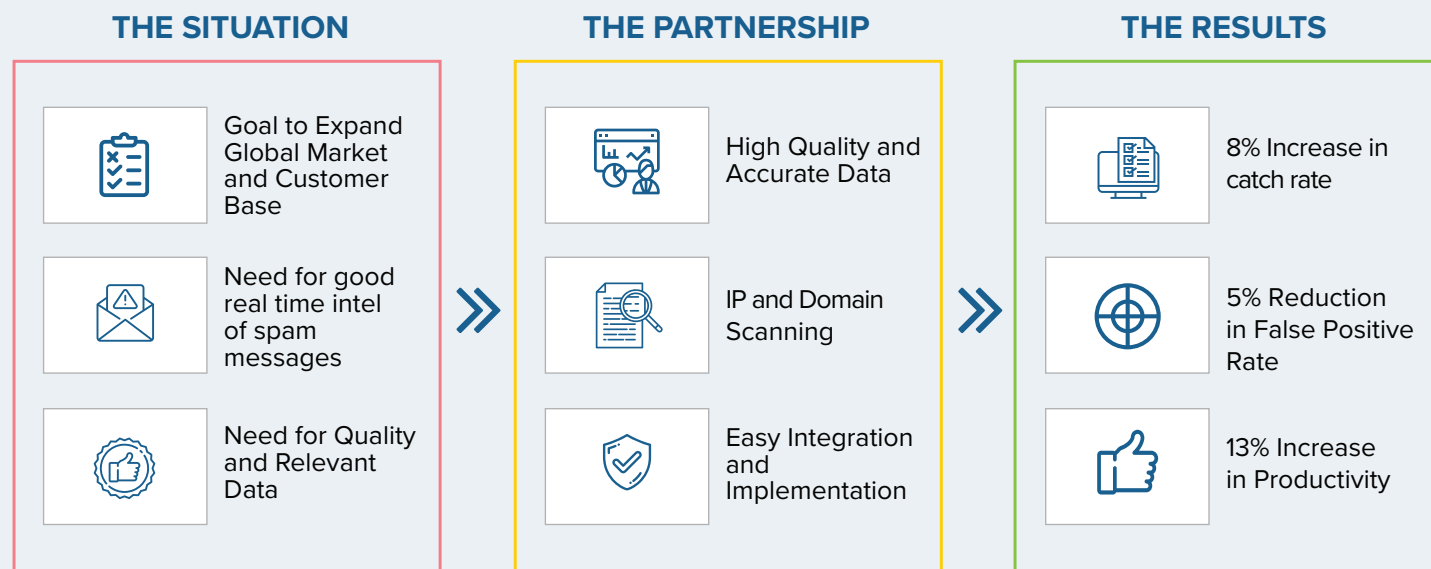
Cellopoint partnered with Abusix by using Abusix Mail Intelligence (AMI). Abusix Mail Intelligence (AMI) adds real-time threat information to Cellopoint's email protection with a set of blocklists (RBL/DNSBL). AMI aggregates, processes, and normalizes trustworthy data, facilitating a real-time lookup of IP, domain, and URL threat data to ensure the quality of these blocklists.

Cellopoint found this domain, IP, and URL threat data to be the most useful for meeting its business objectives. The advantage was in the low false negative and low false positive rates.

Here's how the Cellopoint and Abusix partnership works:

1. Abusix keeps its threat data up-to-date and provides it to Cellopoint via AMI
2. Cellopoint integrates the blocklists into its products
3. Cellopoint's customers experience a reduced volume of incidents.

After implementing and evaluating AMI for 6 months, Cellopoint was pleased to report that it hit all success metrics.



The Results

AMI's stronger blocklists enabled Cellopoint to improve its products in terms of catchrate, productivity, and bandwidth. Trying to solve for the ever-evolving range of inbound threats, Cellopoint found that partnering with Abusix could provide stronger threat intel to rely on to minimize the disruption or risk to customers. This enabled Cellopoint to meet the demands of higher-end enterprises, achieve its business goals, and result in higher customer satisfaction.

"Partnering with Abusix has been a game changer for our email security solution. We highly recommend Abusix for any business that is serious about email security."

- Yukoh Wu, Threat Intelligence Team Leader