

spotlight on inty

Communicating the benefits of technical products and services within the IT sector can often prove a difficult task. Leading technology company, intY, required a direct marketing solution that would alert businesses to the dangers of inbound virus threats and promote intY as the company to protect them.

The challenge

With almost half a million customers, intY is a global leader in appliance and application server technology. The company's products and services help organisations gain a maximum return on their investment in technologies. intY MailDefender is one such offering, protecting businesses' email systems from online threats and viruses.

With many technical features, intY wanted a direct mail solution that promoted the product's business benefits in an interesting and appealing way. The solution also needed a strong call to action, driving the target audience to a limited online trial.

The solution

- Copy and concepts for a game-themed solution, from the envelope through to the direct mail piece.
- Crafted copy blending prose with bulleted information for ease of reading. Copy also split into sections using various headlines linking with the overall theme.
- Strong call to action including references to the limited trial period, free offer and a summary of the main benefits.



characters
copywriting for business



protect your inbox
from intrusion

Your defence
from viruses and spam



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Take me to your IT leader

Are you leaving your email open to attack?

In your role, you know how important email is for communicating with colleagues, clients and suppliers. Unfortunately, your systems are always under threat of intrusion from spam and virus-infected messages. That's why the war against unwanted emails is one you can't afford to lose.

It's time to fight back

MailDefender has been designed to protect your business from the threat of viruses and spam, reducing the risk of lost time and money. Unlike desktop based solutions, MailDefender works at the Internet level to stop threats getting anywhere near your systems.

Getting started is easy

It'll fit up for you in under 72 hours, and there's no installation or products to install. We also automatically update MailDefender's security every few minutes, so you'll always get up-to-date protection from the latest threats.

So there you have it

A comprehensive email security solution that gets on with defending your company, leaving you free to get on with the rest of your work.

- It's 100% online
- It's 100% automatic
- It's 100% easy to use
- It's 100% free to use

intY

Find out more at
www.maildefender.net/intruders



play it cool

How MailDefender helps you win back your inbox

- Scans your email and quarantines all viruses and spam
- Eliminates the risk of virus infection to your systems
- Works at the Internet level before viruses and spam reach your network
- Prevents clutter in your inbox and network, improving productivity
- Protects you from spam across all forwarding offshore emails
- Automatic updates leave you free to focus on other work
- Quick and easy set up in less than 72 hours with no downtime or installation

Double the firepower

To offer all the protection you need to know your network is secure that's a feature MailDefender boasts too: robust lines of defence. Despite an anti-virus engine from Trend Micro, a leading corporate virus protection provider, plus our very own original anti-virus scanner.

Select your options

Unlike other products that block all emails, merely rewording spam, MailDefender lets you define the type of messages you want to receive, ensuring valid emails always get through.

Right on target

MailDefender is a large organisation or a small business, at intY we give you our combined strength. What's more, our expert helpdesk technicians are always on hand to offer customer advice and support. You need to feel protected, after all.

Why expect anything less?

Ready to give it a go?
Limited trial offer – Try MailDefender FREE for 30 days

Can you afford to miss out on unbeatable email security? Try MailDefender free for 30 days and see for yourself how it will protect your business and save you money.

But hurry, this offer is only available for a limited time. To register, call 01235 741144 or follow the on-screen instructions, complete and send this reply card or email us at info@inty.com

Name	_____
Position	_____
Company Name	_____
Company Address	_____
Telephone	_____
Postcode	_____
Email	_____

How would you like us to contact you?

- By Phone
 By Email
 Please post me further information

Find out more at
www.maildefender.net/intruders

