



Echoworx and SBAC Case Study

Email Encryption Keeps Costs Down, Efficiencies Up for SBAC

As a non-profit provider of small business loan services, maintaining customer and partner confidentiality has always been a critical consideration for the Small Business Assistance Corporation (SBAC). In order to secure the exchange of information, the organization spent a great deal of effort and expense over the years hand delivering documents to various business partners. In the spring of 2010, the company decided to acquire Encrypted Mail from Echoworx. With an encrypted email solution in place, SBAC has found a cost-effective and efficient way to save time and money, without compromising client confidentiality.

The Challenge

Given that SBAC's work involves a great deal of correspondence between lenders, customers and staff, maintaining client confidentiality during the application and negotiations processes is absolutely critical, says Tony O'Reilly, President, Small business Assistance Corporation. "When customers are looking to borrow money, we have to be vigilant in the way we maintain and distribute the information provided to help us make good loan decisions. Until recently, the only way we could maintain that trust was to stamp confidential documents and hand-deliver them through our volunteer network or by courier."

This could be particularly challenging when multiple copies needed to be distributed to various parties, such as board meeting members prior to a session. "If we had 12 people at that meeting, that meant printing and delivering 12 packages. It was cumbersome and expensive," O'Reilly says. To maintain control over delivery costs, as a rule the organization would accumulate its mailings and conduct deliveries on a bi-weekly basis where possible.

Recently a board member suggested SBAC consider email encryption from Echoworx. "The idea wasn't under consideration at the time, since our hand delivery system had been in place for so long," O'Reilly explains. "However, we were getting encrypted information from some banks, so encryption was in the back of our minds. However, we always thought a solution would be too complicated, too expensive and not designed for a unit our size."

About SBAC

The Small Business Assistance Corporation based in Savannah, Georgia is a specialized, non-profit provider of debt financing to small businesses. Licensed by the U.S. Small Business Administration (SBA), the organization is supported by the City of Savannah and the U.S. Department of Housing and Urban Development to promote economic growth. Since 1989, SBAC has been providing a range of financing products and support services to new and existing business in southeast Georgia and Low Country of South Carolina. The company has 10 full-time staff, and approximately 50 volunteers working off-site.

www.sbacsav.com

About Echoworx Encrypted Mail

After performing its due diligence and exploring several email encryption solutions, SBAC decided that Echoworx Encrypted Mail provided the efficiencies and ease of use they needed at an affordable cost. "Our decision was based on three factors: simplicity, cost and support," O'Reilly says.

Echoworx Encrypted Mail is a licensed software solution that provides the ability for organizations to enforce email encryption at the desktop or BlackBerry, completely eliminating the possibility of confidential information being read by anyone other than the intended recipients. Encryption makes it easy for users to digitally sign, encrypt and decrypt messages using the most commonly used email clients.

After composing an email, users can simply click on a "secure" icon to encrypt the message before sending. To decrypt the message, the recipient double clicks on it and enters their security ID. Alternatively, they can pick up their encrypted messages from a secure Web portal.

"We have set up the solution to ask users each time they send an email if they want to secure it or not," O'Reilly explains. "It's up to them to decide. To ensure they meet policies, we ran a training program to help them understand what needs encryption and what doesn't."

Results

With the encryption solution in place, O'Reilly reports that SBAC has undergone a major change. "We used to have two loan officers go out and drive around delivering packages. That was four hours of productivity out the window. With Echoworx Mail Encryption, it's a lot easier to transfer information to bankers for review and we've pretty much eliminated hard copy document delivery. Now we only do that on request."

As the implementation evolved, he also discovered that training was remarkably easy.

"All it took was a couple of point people here to work with the Echoworx training team and they could train the others."

An additional advantage is the savings in print costs. Since emails and attachments can now be encrypted, recipients can review only what they need on screen, or print out specific pages for review.

"Overall it's been a big time and money saver for us and our volunteers," O'Reilly says.

About Echoworx

Echoworx Corporation is the leading provider of managed encryption services for complete enterprise email and data protection. The company is an encryption service provider of choice for Symantec, AT&T, Verizon, BT and Aptix among other global enterprises. Echoworx provides a SaaS (software as a service model); it is built on best-of-breed technology and reduces encryption complexity for the end user. With Echoworx, organizations can protect their email and data without changing their day to day workflow and can easily send encrypted documents and digitally signed email messages to anyone in their address book. For more information: www.echoworx.com