

PORTFOLIO

CLIENT:
Zone Labs

PROJECT:
University Email

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Richard Bloch

Marketing Communication
and Direct Response

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- Case studies
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415.924.6376

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www.RBloch.com

BACKGROUND:

Zone Labs (now part of Check Point) provides endpoint security solutions – protecting enterprises, small businesses, and individuals from hackers, spyware and data theft. This email was developed to generate leads from system administrators at academic institutions and to promote the company's new Total Access Protection approach to endpoint security.



(Headline)

**Eliminate security threats.
Secure every PC on your campus network *now*.**

(Subhead)

*Download your **FREE GUIDE** and learn how to protect every endpoint PC on your campus network ...faculty, staff, students ... even personal PCs you don't control.*

Discover how you can:

- **Slash support and remediation costs**
- **Enforce 100% compliance** on every endpoint PC without disrupting users
- **Protect critical data** from theft by closing security gaps
- **And more.**

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Download now.

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Dear Colleague:

Today's university is a natural environment for remote access, wireless networking, instant messaging, and risky peer-to-peer applications. And keeping the lid on viruses, worms, spyware, and the like has been getting tougher. A lot tougher. Until now.

Now, a new class of proactive endpoint security technology makes it possible to keep your campus network up and running in spite of these threats — even when it's impossible to install software on every PC that accesses your network.

Get the facts today, in a FREE information kit, "The University Guide to Proactive Endpoint Security" prepared by the experts at Zone Labs.

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Download your free guide now.

Discover a proactive, endpoint security solution that mitigates network threats.

Your free guide includes the white paper, "Real World Security with Cooperative Enforcement." Inside, you'll learn how to proactively secure every PC — even when you can't install client software — granting access to endpoints that meet your security policies and restricting those that don't.

Find out how your organization can:

- **Effectively mitigate risks** associated with worm attacks, inconsistent use of antivirus software, and other vulnerabilities — by enforcing compliance everywhere within your extended network, including remote and mobile users
 - **Dramatically reduce costs – and free up scarce IT resources** — by avoiding expensive, reactive remediation and support activities
 - **Fully secure every network endpoint** — whether on-site, remote, wireless — without sacrificing access to your diverse and demanding user community
 - **Fully protect invaluable academic and research data** from theft and destruction
 - **And more.**
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Download your free guide now.

View a multimedia presentation for a closer look at protecting your network endpoints.

Your free guide also includes a compelling multimedia presentation, viewable on demand, demonstrating how proactive endpoint security technology can protect everyone — students, faculty, staff, and YOU — from the next attack, in whatever form it takes.

Plus you'll also receive an overview of the Zone Labs Integrity™ product line, including the tools you need to enforce compliance, protect public instant messaging, and rapidly configure security throughout your network — all with minimal impact on your user community.

Now you have the power to combine both client-based and clientless solutions to extend security across all network endpoints — including faculty and student PCs, remote and local PCs, wired and wireless PCs — to achieve **Total Access Protection.**

Find out why some campus networks go down, while others keep going.

In the past few months alone, universities around the world have been hard hit by major worms including Sasser, MSBlast, Welchia, and SoBig, among others. Some networks were disrupted for hours or even days, while others emerged unscathed. *Now you can find out why.* **Download** your free guide now.

Sincerely,

David Batista
Vice President, Enterprise Sales and Services

P.S. Traditional, reactive security technologies can no longer deliver their promised protection. Find out how to secure *your* wide-open university network. **Download** your free guide now.
