



***“The Council takes the security of information it holds extremely seriously. I am happy that Phishing User Training by The Email Laundry helps Council Officers to carry out their day to day duties safely and that we are able to reduce the risk of large fines and cleanup costs”***

**Gary Bennett, ICT Research and Development Officer, Gedling Borough Council.**

## **Gedling Borough Council embraces email security training to achieve regulatory compliance and reduce the risk of fines and cleanup costs**

Forward thinking Gedling Borough Council joins a growing list of Local Authorities throughout England, Scotland, and Wales by selecting The Email Laundry, the award winning email security service to train their staff in how to identify and avoid Phishing emails and other email threats.

**Gary Bennett**, ICT Research and Development manager says, “The Email Laundry’s Phishing Awareness Training has created a real buzz among the Officers. They are discussing Spam and Phishing in a way that other communication methods have failed to achieve. No technical system can ever prevent a targeted Phishing attack, so we need the staff to help us identify threats”

### **The Challenge**

Driven by an initial requirement to protect all staff members from potential Phishing and Spear-Phishing emails, Gedling Borough Council needed a solution that could send test emails to staff members and train them with Computer based training to avoid clicking on links and attachments in trick emails designed to get malware onto the council network or to gain access to systems or banking information .

Compared to the cost of cleaning up after infections due to Phishing emails The Email Laundry’s solution was a far cheaper option.

## Secure & Compliant

“What became apparent very quickly was that this wasn’t an isolated case, and across the organisation we needed to ensure users learnt to recognise scam emails.”

## A Proven Solution

The Council had become aware of The Email Laundry as a result of their work on email security across the UK.

## Integration

“The Email Laundry was chosen because of its ability to integrate with any email service, the ease of use for end users and the fact that the implementation took no time at all so we could be up and running quickly. As a result our users could be trained without leaving their desks at the moment they clicked on an email.”

## Value for Money

“What is more The Email Laundry did all the leg work getting best value for money.”

**For more information about The Email Laundry services and solutions contact**  
E: [sales@theemaillaundry.com](mailto:sales@theemaillaundry.com)  
W: [www.TheEmailLaundry.com](http://www.TheEmailLaundry.com)  
T: 0208 0993796

## The Solution

Gedling Borough Council decided to evaluate The Email Laundry's Phishing Awareness training.

The Council had become aware of The Email Laundry as a result of their well known email security service which stops spam and viruses in the cloud.

Initially a trial was set up to see how susceptible their users were to Phishing attempts.

All the work was done by The Email Laundry's security experts sending a variety of social engineering emails to test staff awareness of the dangers of clicking on links in emails.

“Originally we began evaluating email security awareness. What became apparent very quickly was that many users needed this training and The Email Laundry solution allowed them to be trained at the crucial moment when they clicked on a link in the email. The feedback the system provides is excellent, it will enable us to target training on staff who aren’t getting the message, saving time and money” commented Gary Bennett, ICT Research and Development Manager, Gedling Borough Council.

## End User Benefits

“The Email Laundry was chosen for the ease of use for end users and the fact that the implementation took no time at all so we could be up and running quickly. Over the series of tests our users became aware of the dangers of these emails and how easily someone could fall for them. The reporting on staff susceptibility was thorough and helpful”

Ken Bagnall, CEO for The Email Laundry, commented, “We are delighted that Gedling Borough Council have chosen The Email Laundry to fulfill their Phishing Security training. We are seeing more and more customers with a requirement to train staff in the dangers of clicking links in Phishing and social engineering emails. In addition customers are now recognising the potential cost and efficiency savings The Email Laundry provides. The fact that The Email Laundry is helping to protect organisations against data security challenges, helping them reduce operational costs is really pleasing particularly in today’s economic climate.”

Phishing Awareness Training leads to a dramatic reduction in the overall risk of phishing attack both getting past your perimeter protection and your well trained employees.

Teach employees what to look out for by using reality based training.



## About The Email Laundry

The Email Laundry is a leading provider of email security services, offering innovative cloud based email security, to make email safe for everyone.

Leveraging a unique combination of knowledge based filtering and connection filtering The Email Laundry's spam and virus filter stops both known and unknown malware before their customers receive it. This knowledge is also used to provide security training.

Used by public and private sector organisations around the world, The Email Laundry makes email safe.

