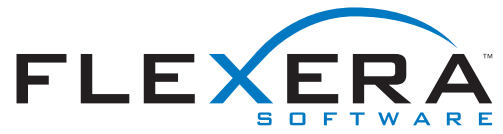


# Case Study: Cloudmark



## Customer Profile

Cloudmark offers comprehensive message solutions that protect subscribers and messaging infrastructure from spam, phishing, viruses, and other harmful content.

## Challenge

- Needed simple, reliable solution to keep customers up-to-date with time-sensitive information on the latest anti-spam threat protection technology

## Benefits

- Cost-effective way to keep their subscribers current with the latest software version to protect from malicious, viral computer content
- Cloudmark's customers receive updates without any effort on their part, which keeps them satisfied and more protected long-term

## Solution

- FlexNet Connect can now provide automatic checks to see if subscribers are up-to-date with the latest version and provides a painless way for them to update easily

*"Not only is FlexNet Connect convenient and painless for our customers, it required minimal cost and effort to implement, making it a very good investment for us."*

Alex Edelstein  
Vice President of Product Development,  
Cloudmark



**Who They Are**  
Through SpamNet,

Cloudmark offers the most advanced and innovative methods for countering the accelerating spam problem for end users.

### How They Use FlexNet Connect

In order to remain one step ahead of spammers, Cloudmark needed a simple, reliable solution to keep its customers up-to-speed with the latest anti-spam updates and technologies. Updates are issued frequently, and Cloudmark wanted to ensure their customers received updates in a timely, automatic fashion. Cloudmark chose FlexNet Connect because of its ability to automatically notify and deliver software updates and messages to their customers.

"Our mission is to protect our customers from annoyances like spam, so we obviously couldn't have an update method that required too much time and effort for our end users," said Cloudmark Vice President of Product Development Alex Edelstein. "Not only is FlexNet Connect convenient and painless for our customers, it required minimal cost and effort to implement, making it a very good investment for us."

When customers open their email accounts, SpamNet silently checks for updates via FlexNet Connect. If an update is available, the user is notified and given the option to install the update. The update is then downloaded and installed in one seamless process.

### About Flexera Software

Flexera Software provides solutions that power the business of software for multiple customer segments, including hardware and software producers, engineers and developers, helping them uncover revenue opportunities, streamline their infrastructure and reduce costs. Flexera Software's proven solutions have been simplifying the business relationship between software and hardware producers and their enterprise and government customers for more than 20 years, enabling Flexera Software to maximize the value of the software the world develops and uses. For more information, please go to: [www.flexerasoftware.com](http://www.flexerasoftware.com).

*\*This case study has been updated to reflect the change of the product name from Update Service to FlexNet Connect in September 2006.worldwide, as opposed to, for example, a product line that had separate protected, unprotected and demo versions.*



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