



# Spitzer Autoworld Solves Security & Productivity Pain Points with Zix Email Threat Protection



Like other CIO professionals, it's Larry Horvat's job to stay current with solutions that protect IT infrastructure. Where Larry might differ from other CIOs, though, is his curious nature and genuine passion to understand every technology solution available to him. This combination of attributes led Larry to Zix.

## Let's start at the beginning. Literally...

Spitzer is a 100+ year success story. With humble beginnings as the founder of a hardware store, George Spitzer's reputation earned him a meeting with Mr. Ford, who was looking for the best businessmen in Ohio to sell his Model Ts. Spitzer Autoworld, run successfully by four generations of Spitzers, now has 20 dealerships in Ohio, Florida and Pennsylvania.

## Opportunity: Improve security and productivity

Over the years, each successive generation of Spitzer innovated to best serve their customers. Larry Horvat joined as CIO in 2019 to continue the spirit of innovation on the technology front. It didn't take Larry very long to uncover an opportunity to improve security and increase employee productivity. Employees were wading through tons of email to determine legitimate from spam.

For Larry, this security pain point was a cause for concern. It would take just one successful phishing attack to have dire consequences to Spitzer in terms of downtime, financial loss and reputational damage. Spitzer needed to implement a threat-ready solution to protect against email attacks.

"I was in the market for an email threat protection solution," recalls Larry Horvat, CIO, Spitzer Autoworld. "We used Microsoft Office 365, so my number one imperative was a cloud-based email threat protection solution. I'm pretty aware of what's available in the market, so I was genuinely intrigued when I heard of a vendor whose name I'd never heard of before surface in a conversation about email threat protection."

## Reliability. Peace of mind

"I was impressed when I evaluated Zix Email Threat Protection," confides Larry. "A bonus to me was that I could, through Zix, bundle my O365 with Zix Email Threat Protection and achieve a cost savings for Spitzer." While Larry liked the cost-effective solution that Zix offered, it was the quality of the product that compelled him to choose Zix Email Threat Protection. Larry reveals, "Once the platform was up and running, it ultimately. Just. Did. Its. Thing. Which gave — gives — me peace of mind."

## TAKEAWAYS

### Opportunity:

Improve security and increase employee productivity

### Solution:

Bundle Zix Email Threat Protection and Microsoft Office 365 from a single vendor

### Outcomes:

- Reliable platform delivers peace of mind
- Secure system decreases risk of email threats
- Accurate quarantining of "bad" emails means employees are more productive

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— LARRY HORVAT  
CIO, Spitzer Autoworld

## Accurate spam protection

In addition to being exceptionally reliable, Larry finds Zix Email Threat Protection to be accurate. "I'll be honest. Some days I don't even look at the Daily Digest because after using it for this long, I'm confident that the email it blocks is email that should be blocked. The accuracy is amazing," boasts Larry. "I get a Daily Digest every single day. In the last year, I can count on one hand how many times I've had to go in there and actually release a flagged email that shouldn't have been quarantined. That is pretty awesome. That's how accurate Zix Email Threat Protection is."

## Secure email. Secure infrastructure

Another benefit built into Zix Email Threat Protection is the geofencing functionality. "I appreciate the multiple layers of protection that Zix Email Threat Protection delivers," says Larry. "Not only is Zix Email Threat Protection flagging emails that it knows are bad, it flags emails from bad places." The geofencing functionality allows an IT professional to identify countries from which the organization should not receive emails. In the case of Spitzer, the dealerships' customers are likely in Ohio, Florida and Pennsylvania—so the United States. Spitzer blocks emails from every other country except the United States.

## Bottom line

O365 bundled with cloud-based Zix Email Threat Protection delivers reliability, accuracy, and security—cost-effectively.

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