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O2E BRANDS / 1-800-GOT-JUNK?

CUSTOMER STORY

Full-service junk removal company switches to Proofpoint to protect users and customers from email threats

Challenge

- Protect more than 2,500 email users from evolving threats
- Minimize time and tasks required for threat mitigation
- Strengthen internal awareness of security

Solution

- Proofpoint Core Email Protection

Results

- Advanced email protection detects and stops email threats quickly
- Solution can retract malicious emails that have been delivered to users' inboxes
- Automation empowers IT to save time and work more efficiently

The organization

Despite its lighthearted name, 1-800-GOT-JUNK? takes secure business operations extremely seriously. Operating under the umbrella of O2E Brands and recognized as the world's largest junk removal service, the company has expanded to approximately 200 locations across three countries since 1998. As the number of its franchises and users has grown, security risks have increased as well. So its security and compliance team turned to Proofpoint to keep email communications safe.

The challenge

Upgrading ineffective email security

1-800-GOT-JUNK? makes the ordinary business of junk removal exceptional. Through its business and household services, the company removes anything from unwanted furniture and appliances to office, construction and manufacturing items. Committed to green practices, the company diverts items from landfills whenever possible and donates them to charity and recycling.

1-800-GOT-JUNK? is dedicated to protecting not only the environment but also its business systems—and the employees and customers who use them.

"Protecting people is one of the keys in an industry like ours where there's a lot of people power," said Binita Patel, information security manager at O2E Brands. "Based on our franchise model, we have a ton of users who interact with customers, different vendors and the companies they service. When it comes to email security, a lot of our users were vulnerable."

The organization supports 2,567 users on the Google Mail platform. Although the company was using an email security service from a newer API-based vendor, the product could not provide the agility and accuracy it needed.

"I was observing the system and how it was analyzing email, and we spotted a one-hour delay after an email was delivered to a user's mailbox before the solution found that it was malicious and pulled it back," said Binita. "In that one-hour period, we didn't know if the user had clicked on the email, read it or taken any other actions. That delay made me realize that we needed a better email security solution."

In some cases involving more sophisticated email threats, such as phishing and spoofing attacks, the delays with the previous vendor were even longer.

"Our own domain was spoofed in one of the emails and it was not caught by the solution," said Binita. "We had to manually analyze the email, report it back to the tool and then pull everything back. That took a few hours."

Email classification also posed issues. The point solution would incorrectly classify many of the company's messages as gray mail, or bulk email messages that are not spam. But gray mail messages required purchasing additional licensing, so the company had no way to manage them. Binita knew that it was time for a more accurate, efficient solution that could help her team secure and manage email.

"Proofpoint gives us the email protection and control we need, working in a strong, seamless way across our organization."

**BINITA PATEL,
INFORMATION SECURITY MANAGER,
O2E BRANDS**



The solution

Improving protection from sophisticated email threats

As Binita considered her options and arranged proof of concept (PoC) testing, Proofpoint Core Email Protection was a top choice. The solution uses AI-powered detection and automation to block advanced threats, such as business email compromise (BEC), ransomware and phishing.

"I had used Proofpoint in the past, so while I was looking at different solutions, Proofpoint was always in the back of my mind," she explained. "We looked at it and it checked all the boxes, meeting all our needs."

Proofpoint stacked up especially well when Binita tested it against the company's existing email security solution.

"We were on a conference call with Proofpoint during the PoC, and we decided to examine a phishing email at random," said Binita. "Proofpoint flagged it as a malicious email containing a link to malware. The prior solution, in contrast, did nothing, and simply delivered the email to the user's inbox. We had to pull the email back manually using Google Mail tools."

After confirming Proofpoint's ability to stop email threats, Binita needed to be sure the solution would work smoothly within her company's email systems.

"We knew that Proofpoint could do the email analysis that we wanted, but we also needed to test it within our environment," said Binita. "We are a Google shop, and I had only

used Proofpoint with Microsoft mail systems in the past. But happily, it worked very well."

As part of its solution, the 1-800-GOT-JUNK? team also uses Proofpoint Threat Response Auto-Pull (TRAP). TRAP lets Binita and her team analyze emails and quarantine malicious or unwanted emails after they are delivered, further strengthening security and protection.

The results

A more accurate, efficient approach to email security

Installing the new Proofpoint solution has helped 1-800-GOT-JUNK? move beyond the limitations of its previous email security. The solution is simple to use and gives Binita and the team more control over email, including pre-delivery, post-delivery and click-time protection.

"With Proofpoint, we know exactly what we need to do," said Binita.

"Whether there's a false positive or false negative, if we have to release emails, if we have to make sure that something is added to a safe list, or removed from a block list, we know what the steps are. With our previous provider, we did not have nearly as much control. We could not release emails, and there was only one remediation step, which was that emails would simply be trashed or moved to spam in the user's inbox."

The intelligent automation in Proofpoint TRAP is also helping the company's security and compliance team save time in pulling back emails after delivery.

"Before, our previous solution was not doing any removals from the inbox," said Binita. "We had to trigger the process, request a report, analyze it and then use our Google tools to pull it back. With Proofpoint Core Email Protection, we can just search and pull a suspicious email back at the click of a button. You select all the emails to release, and the process takes just minutes, compared to one working day with our prior vendor."

Building on Proofpoint's human-centric approach to email security, Binita and her team are working closely with users to adopt smarter, safer email handling practices. Communications and training have played an important role in the success of the solution.

"As we began putting the Proofpoint solution in place, we did a lot of internal communications," said Binita. "We told our users that they would see a little banner to alert them about emails from people outside the organization, or from people that hadn't emailed them before. These small changes have made our people more aware of what to look for in spotting a malicious email."

With Proofpoint Core Email Protection, Binita is confident in her ability to provide stronger, more proactive protection for her organization—before and after email threats arrive.



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