

Making e-mail a little safer

■ Ballymount firm takes on big players with e-mail service

by **Michael Storey**

AN Irish owned security firm based in Ballymount has launched a free web-based e-mail service providing what it claims is state-of-the-art security.

Top Security is aiming the product at both home and small business users alike.

Topmail (www.topmail.ie) is fully automated, according to the company, "meaning that even the most inexperienced e-mail user can easily activate it and its accompanying security features".

Following 18 months of development and testing Topmail deploys on three levels of antivirus and antispam, as well as strong content filtering, updating every seven minutes to protect against fast-breaking, evolving threats.

Founder and chairman of Top Security Emmet O'Rafferty said: "Core to the Topmail service is its simplicity and effectiveness.

"It offers a means of communicating securely via e-mail without the worry of spam and viruses or receiving offensive and

sometimes disturbing content or material that can often disable, if not destroy, a person's PC or laptop in one simple click."

He added: "Round the clock security support, cutting-edge technology and multimillion euro infrastructures ensure that Topmail is one of the most secure web-based e-mail services in the world today."

Chief Executive of South Dublin Chamber Peter O'Byrne said: "E-mail spam is a significant cost to business, it costs money for staff not being able to use e-mail and management having to buy in higher grade filters.

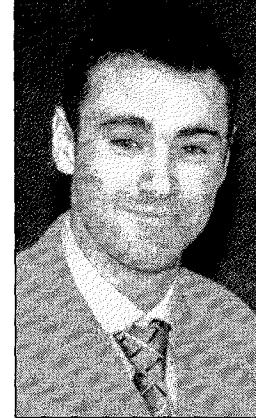
"Some spam e-mails and viruses can actually prevent e-mails going to clients which can be quite frustrating so we would definitely welcome this type of service."

He added: "Chambers Ireland conducted a survey which showed that 4.5 per cent of turnover is spent on ICT solutions, and that's not on new computers but on solutions to problems, that's an incredible amount of money to be lost."

Local Councillor Trevor

Gilligan (Fianna Fail) said: "As in any business, services continue to develop, otherwise, businesses get left behind.

"In this case, it seems to me that Topmail is trying to compete with Google mail in the Irish market. However, Google have so much funding and continue to develop and grow exponentially, that I feel this will be a big challenge for Topmail to compete. However, them being an Irish company, I wish them best of luck."



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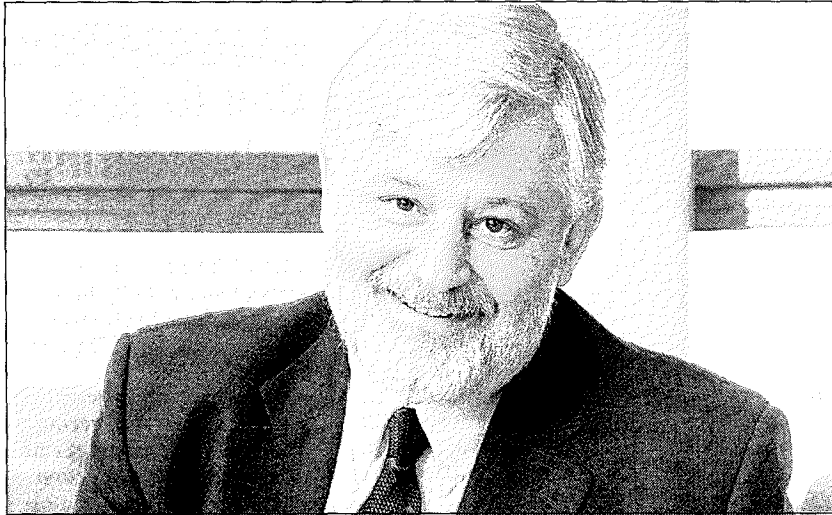
Page: 20

Extract: 2 of 2

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