



## **LastSpam of Montreal and Affirmative Insight in Toronto Announce Email Security Partnership**

*Affirmative Insight Inc. will bring LastSpam's Montreal-based Email Security Service to the Small and Medium Business Market in Toronto.*

Montreal/Toronto (PRWEB) September 28, 2006 -- LastSpam, a Montreal-based email security leader, and Affirmative Insight Inc., an IT consulting firm specializing in the small and medium business market in Toronto, today, announced a new partnership bringing LastSpam's industry-unique service model for email protection to companies in Toronto. The service stops unwanted and dangerous email traffic -- including spam, phishing attacks, viruses and other malware -- before it enters a company's mail system. LastSpam is different from competitive services in that it alleviates time burdens for a company's employees and IT staff relating to time spent keeping up with ever-changing spamming trends and tinkering with daily quarantines, whitelists and blacklists.

LastSpam protects email traffic for small and medium businesses, corporations, educational institutions, municipal governments and nonprofit organizations. The company was established in 2002 by IT consultants who had worked with the full range of email security hardware and software solutions, and built the LastSpam service model to address unmet market needs. With well-established customer relationships in Quebec, this year, LastSpam has launched a campaign to expand its customer base throughout Canada and worldwide, with Toronto as a priority market.

Affirmative Insight, established in 2001, develops information technology solutions for small and medium size enterprises, with the objective of streamlining business operations. The company's services include systems and networking, internet technologies, CRM solutions, retail management and information worker solutions. Affirmative Insight's consultants work with customers to bring top-line solutions to maximize business efficiency and productivity, and be budget and resource friendly at the same time.

"Affirmative Insight is a wonderfully compatible match for us," stated Jean-François Bourdeau, President and Founder of LastSpam. "We share an understanding and experience of how to work with small and medium enterprises, and help them solve IT problems that have significant impact on the bottom line. Our shared knowledge of how to best serve this market will bring benefits to Toronto's business community, including a higher and more efficient level of protection against pesky and dangerous emails, and an alleviation of the many time and resource problems associated with spam, viruses and malware."

Affirmative Insight President, Baris Tuncertan, commented, "When we tried LastSpam's industry-unique email protection service, we were overwhelmed by the results. We encountered a significant drop in spam and viruses entering our mail system, and our server bandwidth greatly improved because the unnecessary and malicious data was kept out. And, further, our own staff gained back considerable time, no longer having to manage daily quarantines, whitelists and blacklists. This service addresses the very problems we hear about everyday from small and medium enterprises in Toronto. We're happy to offer the LastSpam solution to our clients."

Information on LastSpam can be located at [www.lastspam.com](http://www.lastspam.com).  
Information on Affirmative Insight can be located at [www.affirmativeinsight.com](http://www.affirmativeinsight.com).

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