

# PROBLEU



“ INKY is constantly improving. They are always adding features and the QR code scanning INKY does is great. I don't think anyone else can do that. ”

-Craig Hickman  
Vice President of Sales  
ProBleu

## Fast Facts

**About:** ProBleu specializes in information technology, with offices in Bloomington, Evansville, and Indianapolis, IN.

**Number of Employees:** 12

**Mailboxes Managed:** 700+

**Locations:** Headquartered in Bloomington, IN, with offices in Evansville and Indianapolis.

**Verticals Supported:** A wide range including manufacturing, construction, service companies, and accounting firms.

**Email Platforms Supported:** Microsoft 365 and Google Workspace

## About the Company

ProBleu specializes in building and supporting IT infrastructures for small and medium businesses throughout Indiana. Client-centric by nature, ProBleu's offerings include Managed IT services, IT consulting, and a complete range of managed IT security services. Under their security umbrella, ProBleu offers vulnerability assessments, penetration testing, intrusion detection systems, and unified threat management.

ProBleu was founded in 2010 by Craig Hickman, though the company's roots can be traced back to the late '80s when Craig's father founded the company that helped computerize the state of Indiana. Growing up, Craig worked with his father in different capacities and even credits his strong trouble-shooting skills to his time building computers. Today, Craig and three other Hickman family members are among the experts on the ProBleu team.

## Choosing INKY

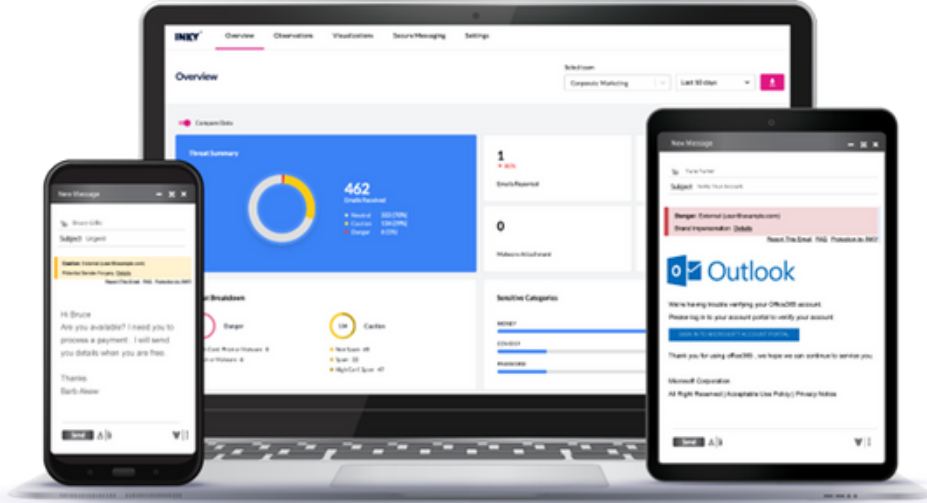
ProBleu's earliest email security provider was Google-owned Postini, and they later transferred to ProofPoint. "Proofpoint hadn't made a single improvement in all the years we had their service" said Craig. "Nor did they offer multi-factor authentication". This left the company open to considering other options and at an event in 2018, ProBleu was first introduced to INKY. "INKY kept things easy. They weren't aggressive in their sales tactics. They knew we were going to make a change and let us work it out." It wasn't until after the pandemic that ProBleu reconnected with INKY and began using its platform. And, it's been a great partnership ever since.



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### The INKY Difference

When asked how INKY compared to Proofpoint for phishing, Craig pointed out an interesting fact. “Proofpoint uses MX records for all the filtering, making it easier for phishers to craft malicious emails that will get through the filters. With INKY there are no MX records, so the outside world usually assumes you’re just using Microsoft or Google. In actuality, it’s all being filtered by INKY before it even gets to the inbox,” shared Craig.



### Time Savings

“The ability for clients to manage their own spam and mark or allow messages on their own has drastically reduced ProBleu’s support time,” said Craig. “We were spending 40-50 hours a month just managing Proofpoint. Things would get caught and the client couldn’t fix it themselves, so we’d have to go into the system. With INKY, clients can go into their spam folder and whitelist the messages that are safe. As for the really bad ones, they don’t even get to spam or anywhere else with INKY”.

### A Final Word

When asked if there was anything about his INKY experience he appreciated, Craig added, “At ProBleu we choose very good tools, and we have very few problems. The fewer problems you have the more work you can take on.”

## AI Capabilities for Unmatched Email Security

### Email Rendering and Computer Vision

INKY renders every email and applies computer vision algorithms to “see” each email as the human recipient will. This helps identify brand impersonation attempts.

### Text Understanding & Conversation Analysis

INKY incorporates language understanding so it can “read” each email and understand its intent. This allows INKY to identify scams that simple pattern matching cannot.

### QR Code Detection

INKY’s AI driven QR code detection technology scans emails for QR code imagery and decodes these images to determine if the encoded URL is safe.

### Approximate Matching Engine

INKY’s proprietary matching engine finds brand indicative and scam indicative text, even when attackers try to cloak it using zero font and other tricks.