EMAIL ANTI-SPAM SERVICE

THE MESSAGELABS DIFFERENCE

- Authoritative, multi-layered spam defenses, ensuring long-term, always-on network protection
- Incorporates Skeptic™ technology, which has pioneered predictive detection since 1999
- Offers the most comprehensive range of Service Level Agreements, covering anti-spam capture, false positives, service availability, fault response and email latency
- Five-star rating from VeriTest independent anti-spam benchmarking, with over 99% spam capture and zero false positives

ANALYST VIEW

MessageLabs is positioned in the "Leader" quadrant in the Magic Quadrant for E-mail Security Boundary, 2006. Gartner defines "Leaders" as vendors that are performing well today, have a clear vision of market direction and are actively seeking competencies to sustain their leadership position in the market.

Gartner Magic Quadrant for E-mail Security Boundary, 2006 by Peter Firstbrook et al., September 25, 2006

## HOW CAN YOU BE CERTAIN YOUR EMAIL IS PROTECTED FROM SPAM?

Email is arguably the prime communication channel for business, so keeping email secure and functioning has assumed the highest priority. Every day, organizations face potential communications, operations, and intellectual property disruption from spam and other email-borne threats.

The sophistication of email threats has evolved, going beyond just viruses and spam. Virus, spam and spyware writers are now taking advantage of each other's methods. As a result, different types of attack have started to merge and pose severe threats to your organization, leading to a significant increase in email-related costs. Techniques such as image spam use up considerable processing and storage, while spam is also being used to propagate fraudulent content and steal personal information.

The MessageLabs Email Anti-Spam Service represents a significant step forward in the ongoing battle against unwanted email from spammers and other perpetrators. It demonstrates how MessageLabs continues to invest in and deploy innovative techniques that free your organization from the time-wasting, network-burdening, efficiency-eroding effects of dealing with unsolicited email, from both known and unknown sources.

In particular, as part of our industry-leading Skeptic™ Technologies, MessageLabs has increased the identification and rejection of known unwanted email through the deployment of Traffic Management and Connection Management capabilities. Traffic Management slows down spam at the TCP/IP layer, while Connection Management uses heuristics to block unsolicited email at the connection layer and prevents attacks at the user management layer.

SPAM DEFENSES — THE MESSAGELABS MULTI-LAYERED SOLUTION
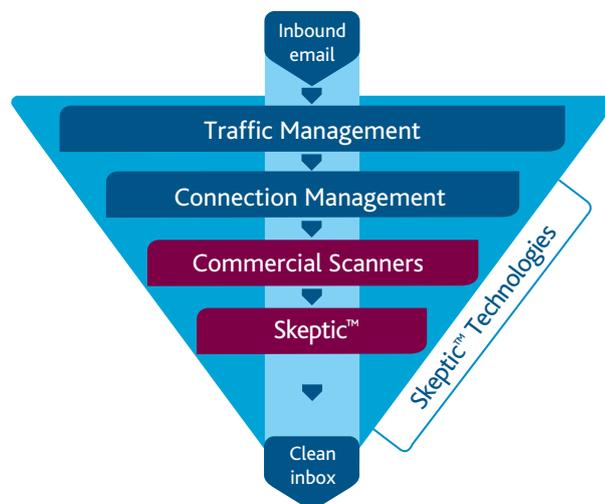
The MessageLabs Email Anti-Spam Service dramatically cuts the amount of unsolicited messages reaching your organization. This eliminates the loss of employee productivity associated with reading and deleting spam and substantially reduces the processing, storage and bandwidth costs associated with these unsolicited emails.

HOW THE SERVICE WORKS

- MessageLabs clients point their Mail Exchange (MX) records to MessageLabs

- Inbound and outbound email is directed via MessageLabs, where it is scanned

- MessageLabs innovative perimeter defenses detect and reject spam originating from known sources

- MessageLabs proprietary Skeptic technology proactively detects and rejects spam from unknown and new sources

- Email identified as spam is re-directed with multiple block and re-routing options

- Administrators and / or end users manage quarantine email and approved and blocked sender lists

SERVICE LEVEL AGREEMENTS

The Email Anti-Spam Service offers the following industry-leading Service Level Agreements (SLAs):

- Spam Capture Rate - 99% capture rate (95% for emails containing Asian characters)

- Spam False Positives - 0.0003% false positive capture rate

- Delivery - 100% email delivery guarantee

- Latency - Average roundtrip time of 100% of email delivered in less than 60 seconds

- Service Availability - 100% uptime

- Technical Support / Fault Response - guaranteed response times for critical, major, and minor calls

NEXT STEPS

Contact a product specialist:
UK: +44 800 917 7733
info@messagelabs.com
For other country offices and contact numbers, please visit:
www.messagelabs.co.uk/contact

At the perimeter of our infrastructure, innovative Traffic and Connection Management capabilities identify, slow down and reject known unwanted email. To identify unknown and new spam, the service uses Skeptic™ predictive technology, which incorporates thousands of heuristics rules, Bayesian learning, smart signatures, fuzzy fingerprinting and dynamic header analysis.

Skeptic™ learns from each message it sees, evolving and updating in real time to actively protect against the latest spam techniques while providing near-perfect accuracy to virtually eliminate false positives.

Clients have a range of completely customizable handling options at their disposal for messages identified as spam at the various layers of the service. Intuitive administrator and end-user spam quarantine tools provide for a flexible and productive anti-spam experience.

MessageLabs scans well over 1.5 billion emails per week, and the intelligence gathered from this unique window on the world's email traffic provides clients with unrivalled protection from emerging threats.
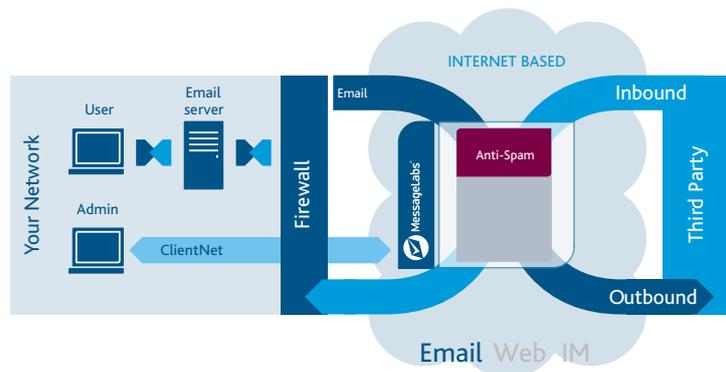
FEATURES AND BENEFITS OF THE EMAIL ANTI-SPAM SERVICE

Feature	Benefit
Total multi-layered protection from spam, with threats managed away from your network	Saves time and resources wasted dealing with unwanted email, and protects corporate bandwidth for web, VoIP and other critical systems
Proactive Skeptic™ heuristics technologies	Delivers effective protection against established and emerging spam techniques
Range of best-of-breed third party commercial engines and techniques	Provides additional layers of hosted, automatically updated security
Fully configurable, with a range of actions for both administrators and end-users	Allows administrators to set and enforce or devolve flexible, customized policies suited to your organization's specific needs
Multiple spam quarantine languages for end-users	Increases productivity and ease of use for global workforces
Exceptional Service Level Agreements package	Gives you reassurance and allows you to focus on business growth
Dashboard, summary, detailed and scheduled reporting	Provides visibility, accountability and confidence in the service's effectiveness