

# MessageLabs Anti-Spam 4.0



## Combat spam before it reaches your network

MessageLabs Anti-Spam 4.0 is the industry's most comprehensive anti-spam solution with unique multi-layered defence. Operating at Internet level, it combines best-of-breed responsive technology from Symantec Brightmail with industry-leading predictive technology from MessageLabs Skeptic.

Spam represented over 72%\* of all Internet email scanned by MessageLabs in September 2004. The volume of spam is ever increasing. Our multi-layered service will immediately and visibly reduce it – stopping up to 100% of spam messages while virtually eliminating false positives.

## Tackling the global problem

Spam is a global problem. To tackle it effectively you need a broad and comprehensive solution. MessageLabs Anti-Spam 4.0 is powered by a dynamic global platform of data centres spanning 4 continents. Each centre scans millions

of emails every day and an in-depth analysis of the data continuously feeds our central knowledge base, creating a unique world view that enhances our intelligence in real time.

We monitor new spam techniques in real time to identify patterns as they form. Our approach means you are protected from known and unknown global spam threats on a local level.



\*MessageLabs Intelligence September 2004

### FULLY MANAGED

- Operates at Internet level, combating spam before it reaches your network.
- Platform independent: no interoperability issues with your existing infrastructure.
- Quick and easy to setup: it frees up your IT resources and requires no additional hardware or software.
- Completely scalable – grows with your demand.
- Reduced email volumes lessen demand on your Internet bandwidth and reduce storage costs.
- Complements MessageLabs Anti-Virus, Content Control and Image Control services.
- Insight™ – web-based management interface provides configuration tools, service statistics and reports.

### HIGHER PROTECTION

- Combats spam email and enhances the efficiency of your email system.
- Combines Symantec Brightmail responsive technology with Skeptic predictive technology, to offer a solution unsurpassed by any other vendor.
- Multiple detection techniques increase effectiveness and protection against known and unknown spam.
- Leading signaturing technology virtually eliminates false positives and ensures critical emails are reliably delivered.
- Protects you from the latest threats in real time – keeping you ahead of dynamic and changing techniques.
- Offers your organisation industry-leading protection from spam entering and leaving – covers against legal action while safeguarding your company's reputation and brand equity.
- Safeguards against loss of employee productivity due to reduced number of time-wasting emails.
- Complements MessageLabs Anti-Virus to combat converged threats of viruses and spam.

### COMPLETE CONTROL

- Skeptic™ predictive technology identifies and combats new spam threats and techniques in real time.
- Offers almost zero false positives – customers can opt to automatically and reliably delete known spam, freeing up valuable IT resources.
- Configurable to your needs: you specify the domains, IP and email addresses you wish to add to blocked or approved sender lists.
- Multiple handling options including block/delete, forward to bulk mailbox, append header, or quarantine.
- Insight™ – web-based access to control your settings.

### KEY FACTS

- Over 9,000 business customers globally.
- Over 70 million business emails scanned every day.
- Sole focus on business enterprise market.



"MessageLabs yielded the best results on our tests producing the cleanest inboxes of any solution."

PC Magazine, Feb 03

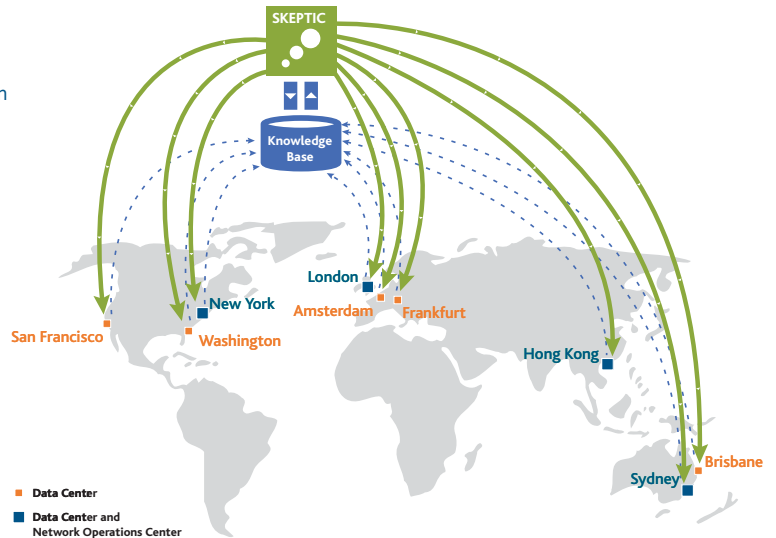
# “MessageLabs Anti-Spam service began proving its worth the moment it was switched on.”

John Butch, VP of Distributed, Collaborative, e-Infrastructure Services, CSC

## Skeptic™: a higher level of intelligence

The service uses MessageLabs Skeptic predictive technology to proactively identify and combat spam, incorporating thousands of heuristics rules, Bayesian learning, connection-based filtering, smart signatures, fuzzy fingerprinting and dynamic header analysis. Deployed across our dynamic global platform, it proactively scans millions of emails every day.

- Identifies unknown and dynamic spam threats.
- 2GB+ self-learning rules knowledge base: detects spam DNA, uses thousands of heuristics rules, Bayesian learning, smart signatures, fuzzy fingerprinting, and dynamic header analysis and known security vulnerabilities.
- Connection-based filtering: incorporates IP blocking to identify emails sent via ratware, spam-sending software, compromised machines or from an IP address known for sending spam.
- Global protection against ever-changing threats by updating the spam knowledge base in real time.
- 6+ years in R&D.
- Capable of far greater performance and functionality than is possible with client or server-based software.
- Leading filtering accuracy delivers almost zero false positives.



Skeptic learns from each message it sees, evolving and updating in real time to protect against the newest spam techniques while its filtering accuracy virtually eliminates false positives. Its global database replication architecture means knowledge gained from one part of our network can be replicated worldwide. Automatic rule updates are integrated into the global network and performed with zero administration required.

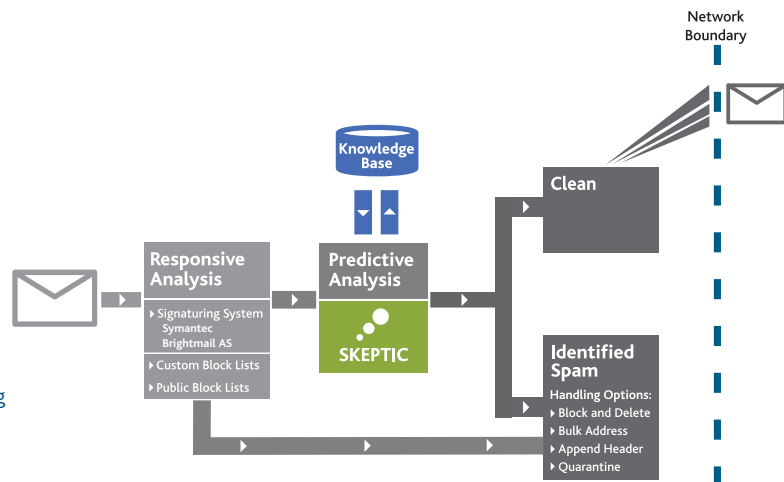
Skeptic is monitored 24x7 by our experts. By examining new parameters and techniques, they continually enhance its capability, staying ahead of the spammers to keep your inbox up to 100% spam free.

“Its [MessageLabs] artificial intelligence and dynamic learning allow MessageLabs to continuously improve accuracy and minimise false positives.”

Gartner Enterprise Spam Filtering: An Overview, April 2004

## How it works

- Client points MX [Mail Exchange] record to MessageLabs.
- Email directed through the MessageLabs Service and handed to the client mail server.
- Known spam combated reactively using Symantec Brightmail technology incorporating the world’s largest database of spam signatures. Known spam senders are also identified through client configured blocked sender lists and available public block lists.
- Unknown and new spam proactively detected by Skeptic’s predictive technology.
- Email identified as spam is re-directed with multiple re-routing options including block/delete, forward to bulk mailbox, appending of the message header or quarantine.
- Clean email delivered to client.
- Threats are managed AWAY from the client network.



To find out how you can stop spam before it reaches your network, please contact your regional representative or visit [www.messagelabs.com](http://www.messagelabs.com)