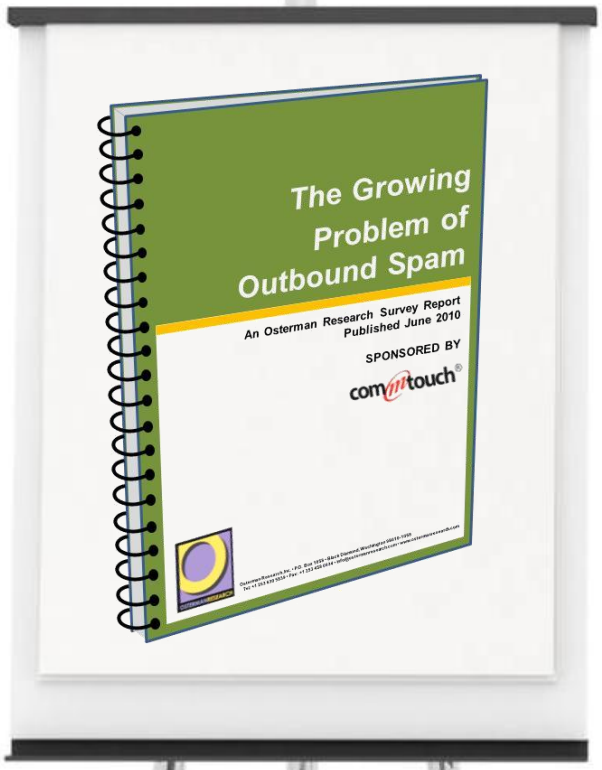
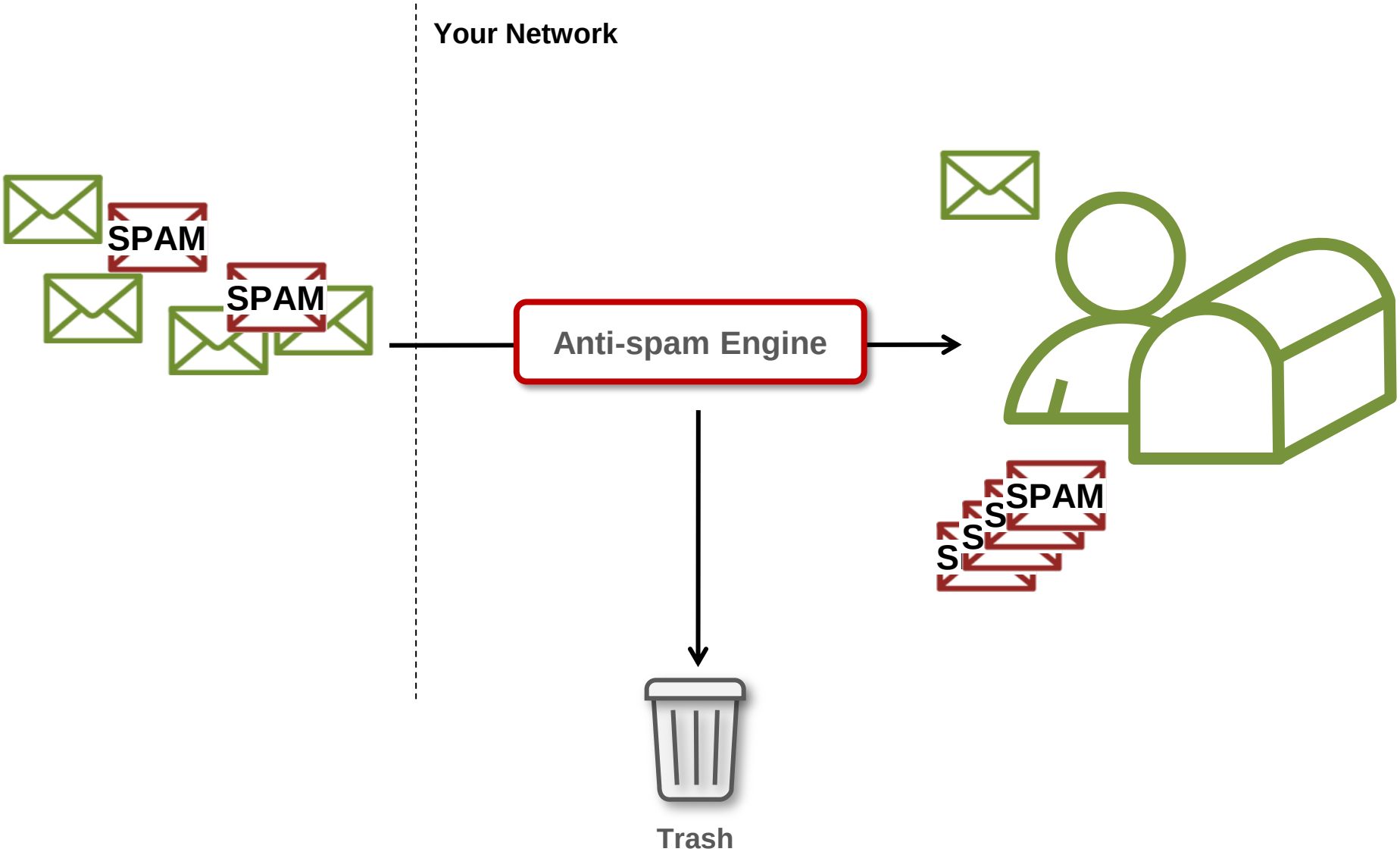
Eliminate IP Blacklisting:

Why outbound spam protection should be an integral part of your messaging security suite.

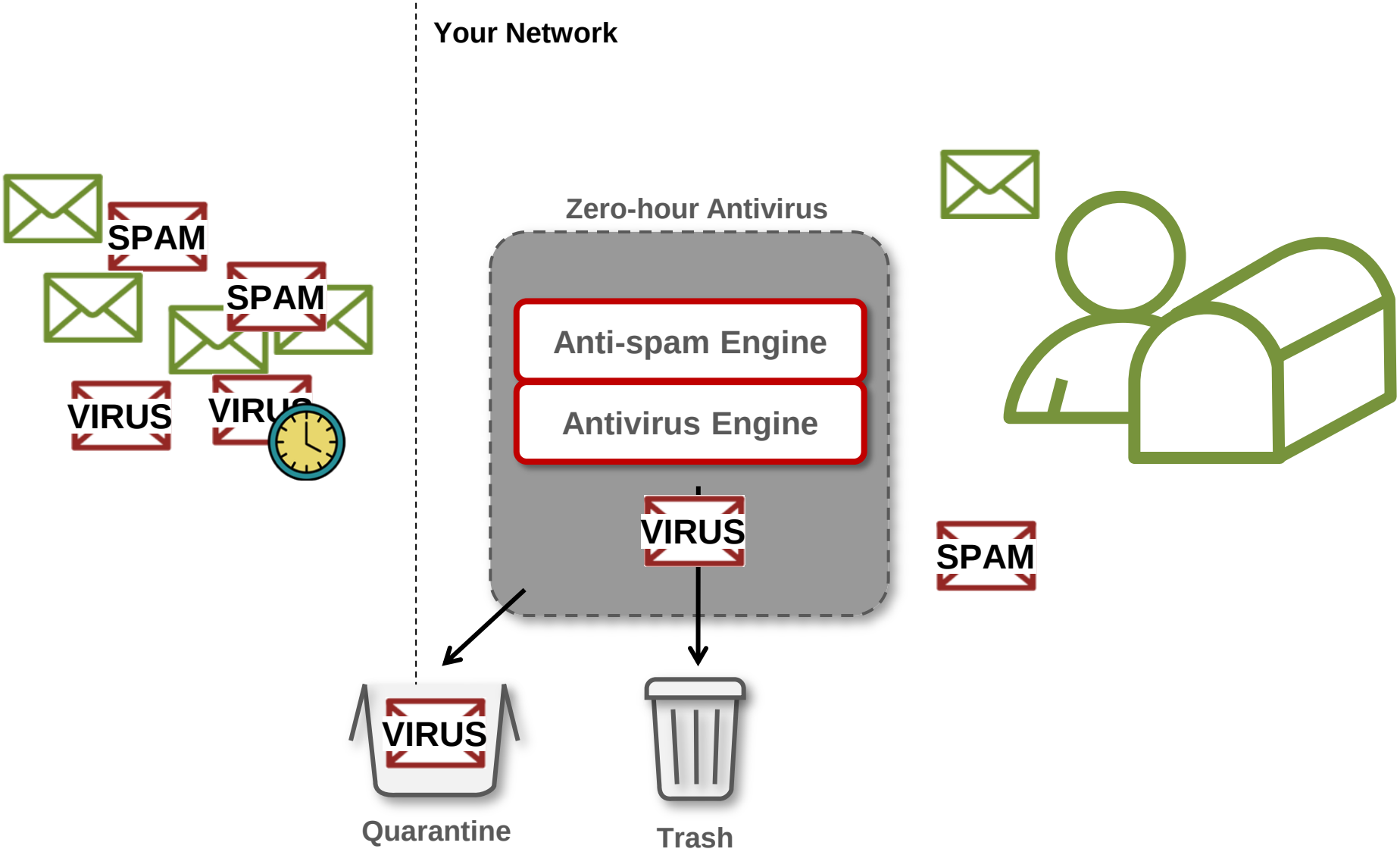


- Your current Messaging Security Suite
- Outbound Spam & Blacklisting
- Why Outbound Spam protection needs to be in your suite

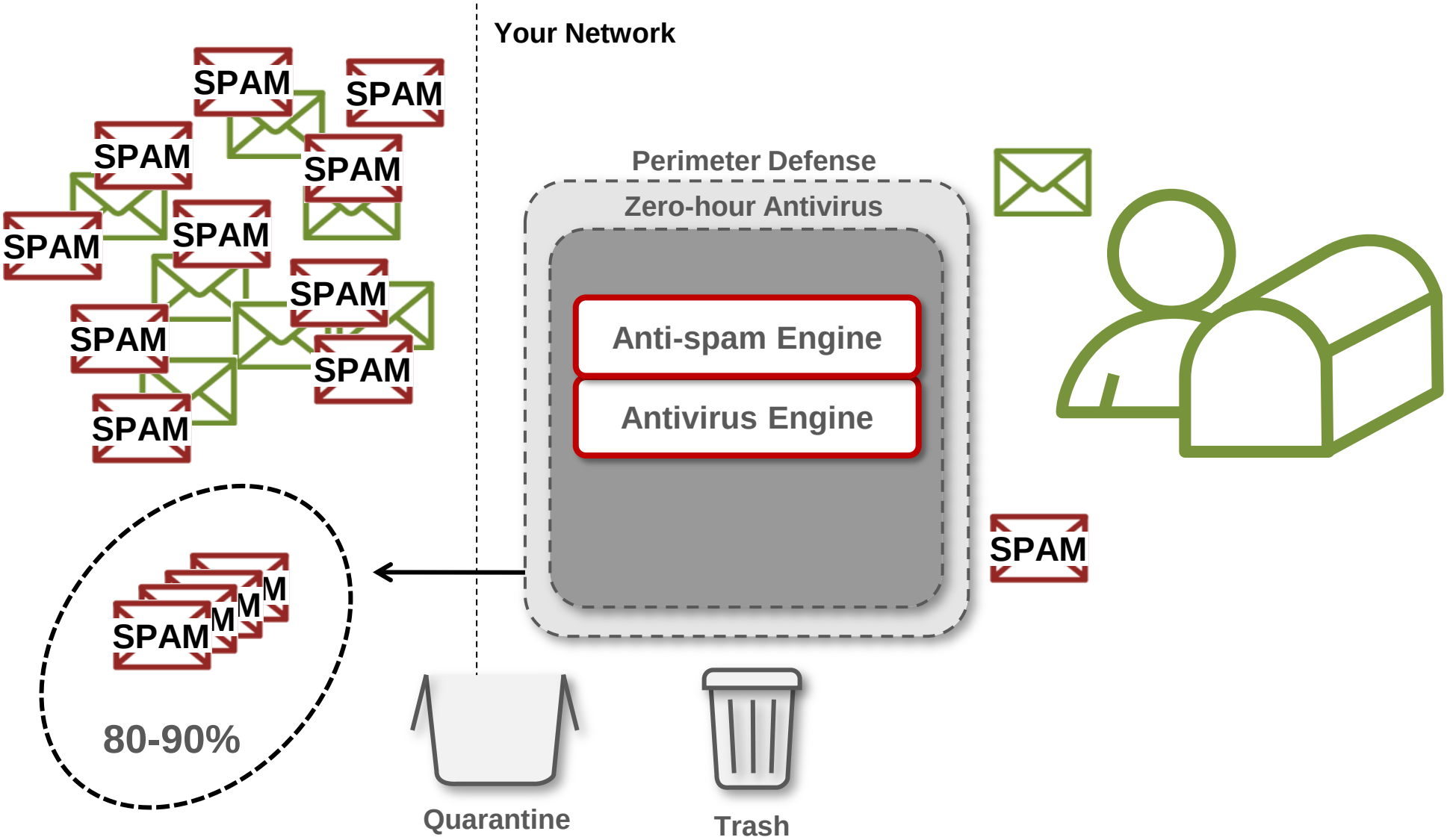
Anti-spam protection



Virus protection



Increasing volumes of email



It’s about protection

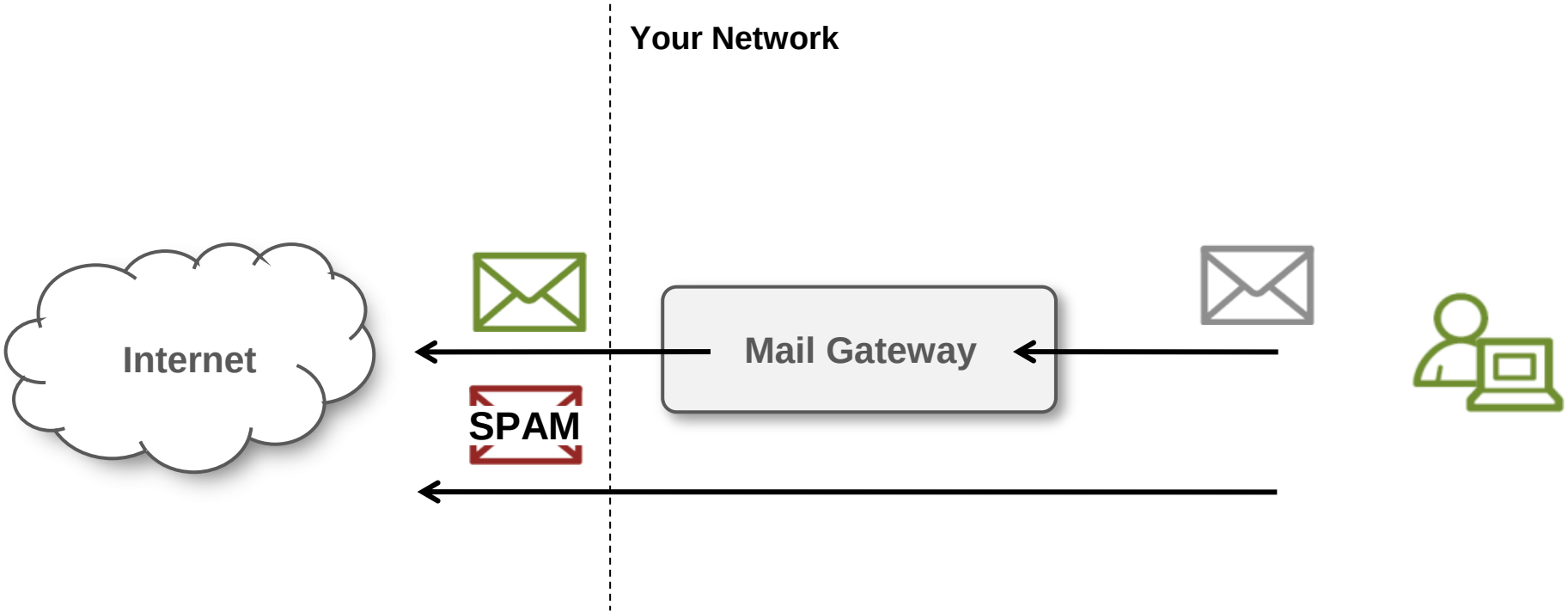
Inbound threats
affect your customers

Your solution:
Messaging Security Suite

Outbound threats
affect your business

Your solution:
?

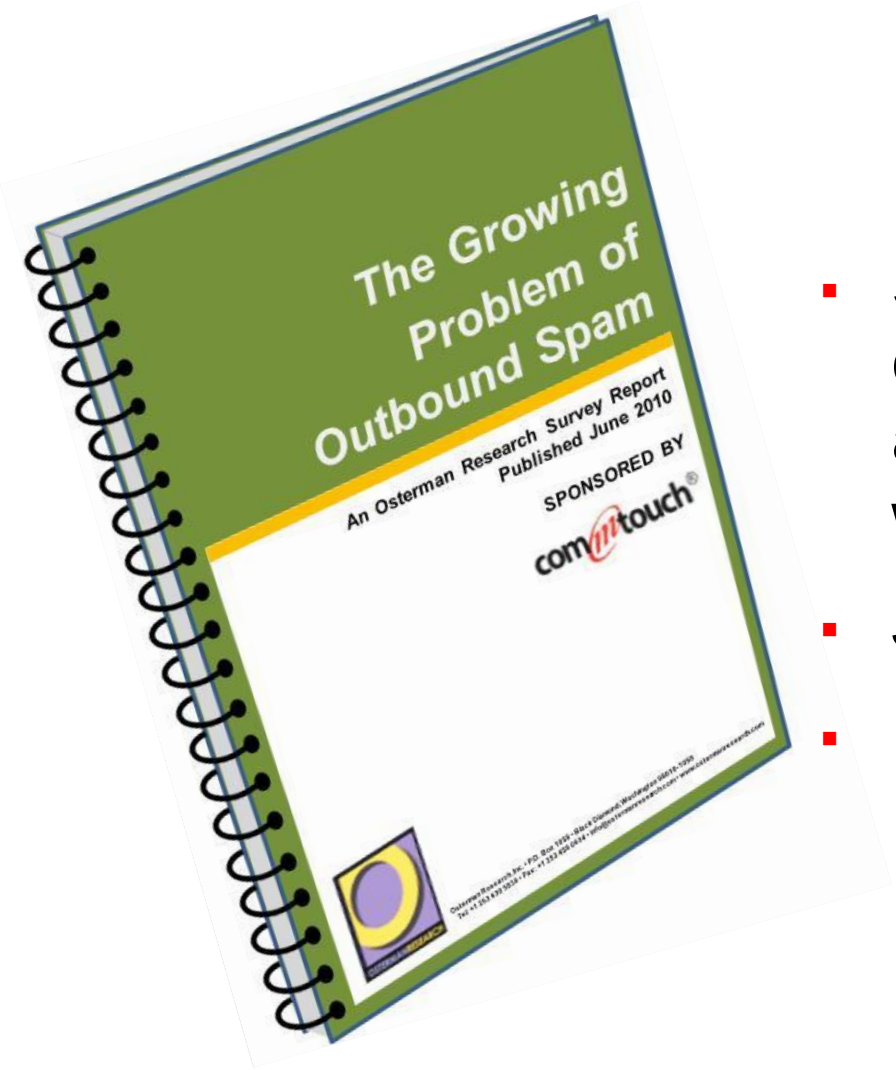
Outbound threats – outgoing spam



Origin of local threats:

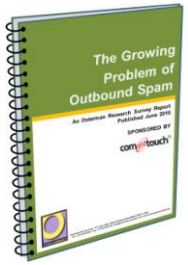
- Zombie PCs
- Spammers
- Compromised Accounts

Is Outbound Spam really a threat?

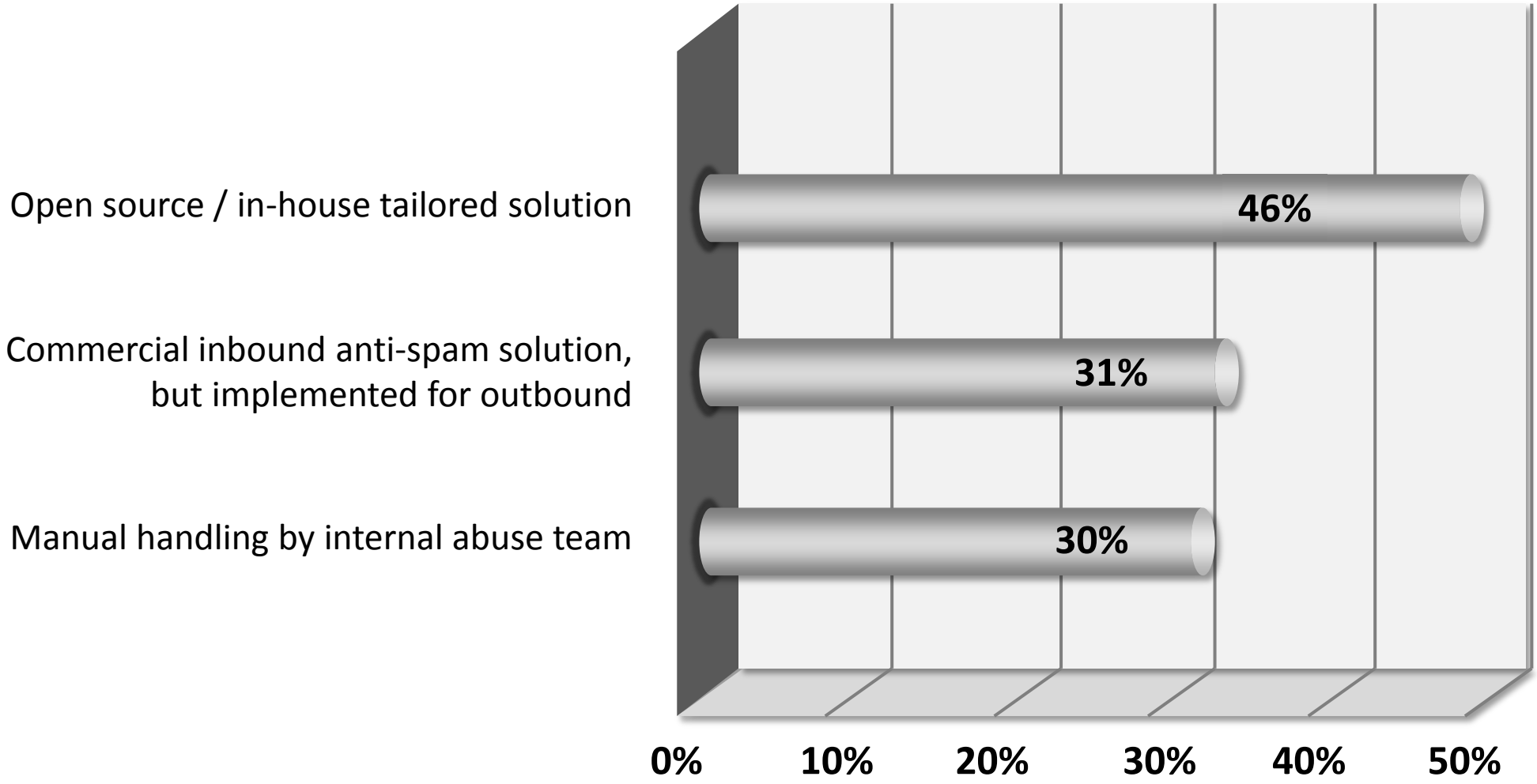


First ever comprehensive study on Outbound Spam

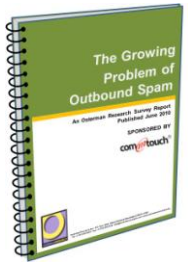
- Surveyed web hosters, ISPs, portals, other types of email providers and email end-users from around the world
- June 2010
- Research Objective
  - Assess the scope of Blacklisting and Outbound Spam problem
  - Solutions being used



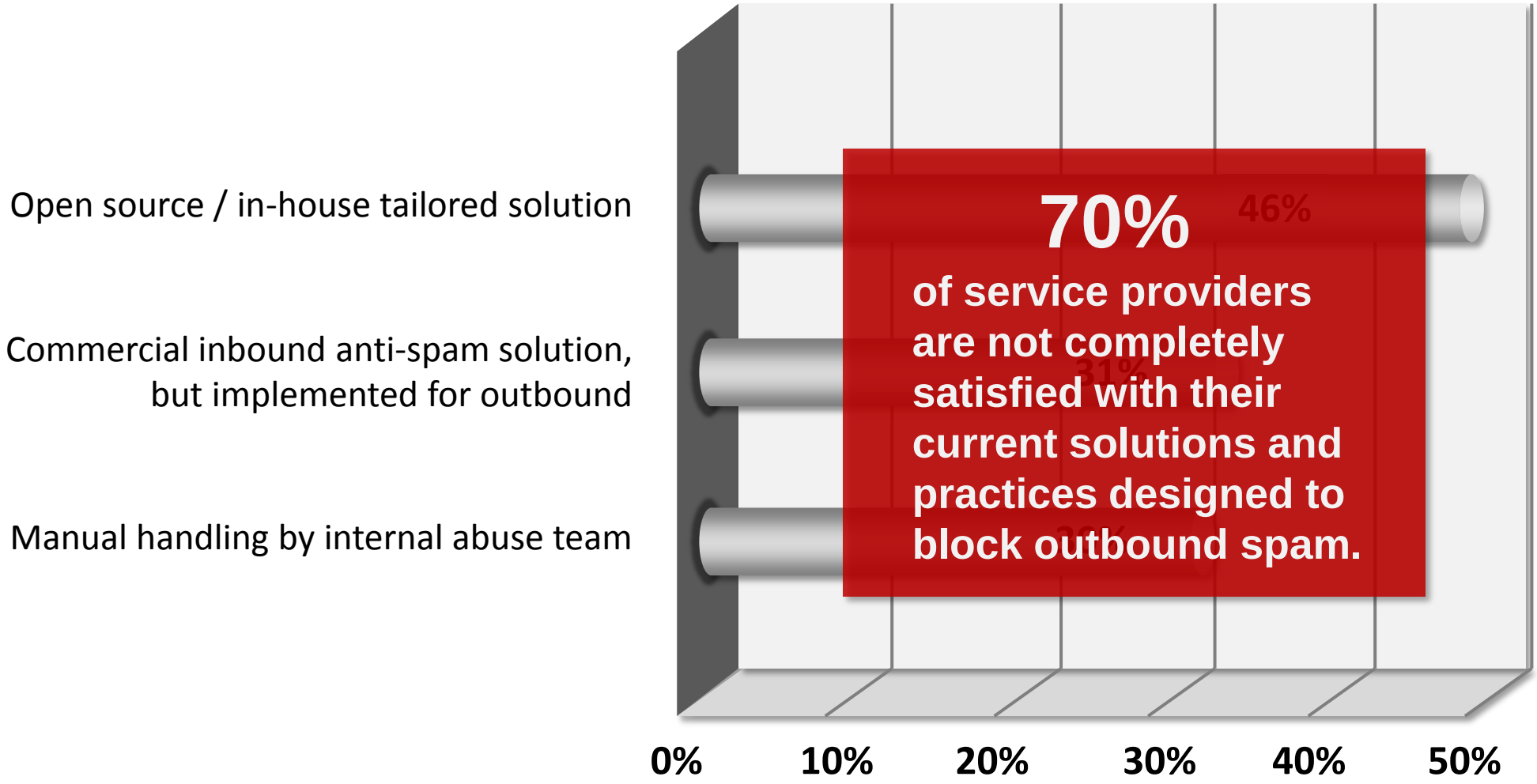
Methods Used to Deal With Outbound Spam



Source: Osterman Research, June 2010

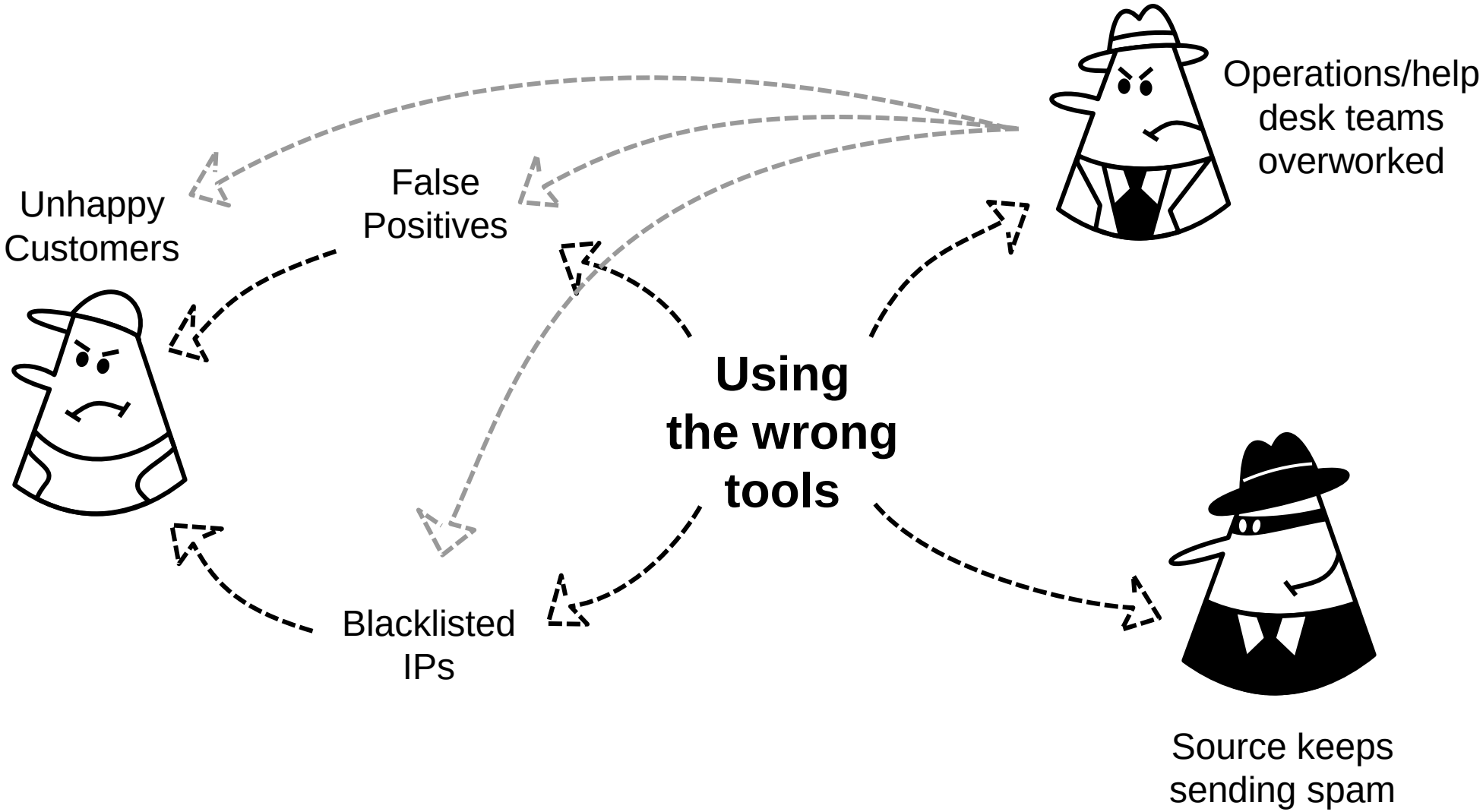


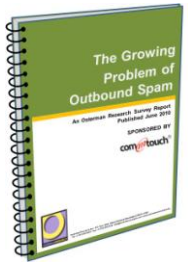
Methods Used to Deal With Outbound Spam



Source: Osterman Research, June 2010

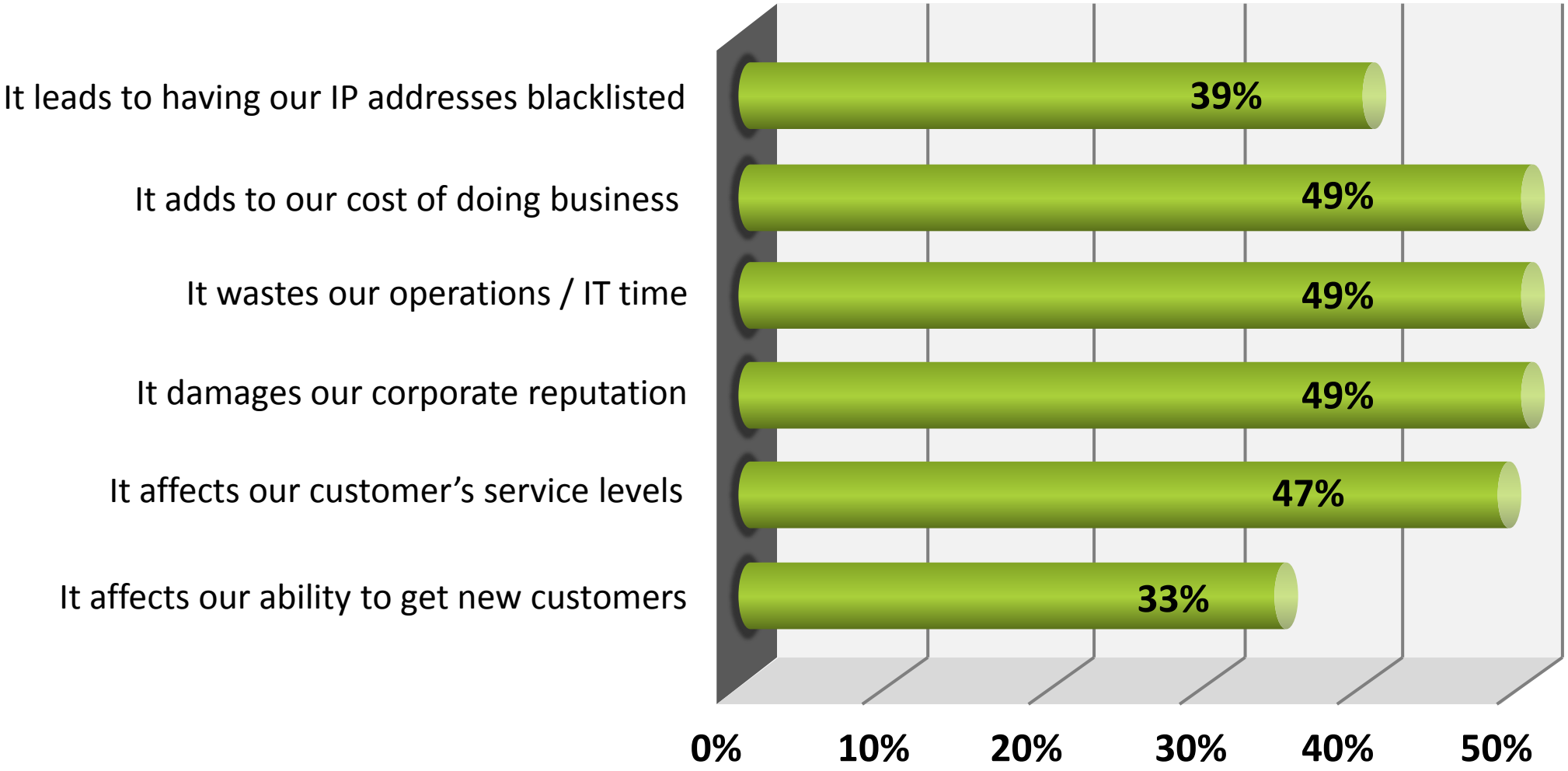
Why are they not satisfied?





Problems Associated with Outbound Spam

(% Responding a Problem or Significant Problem)

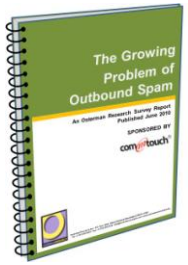


Source: Osterman Research, June 2010

MIRAPOINT®
Secure Messaging, Simplified.

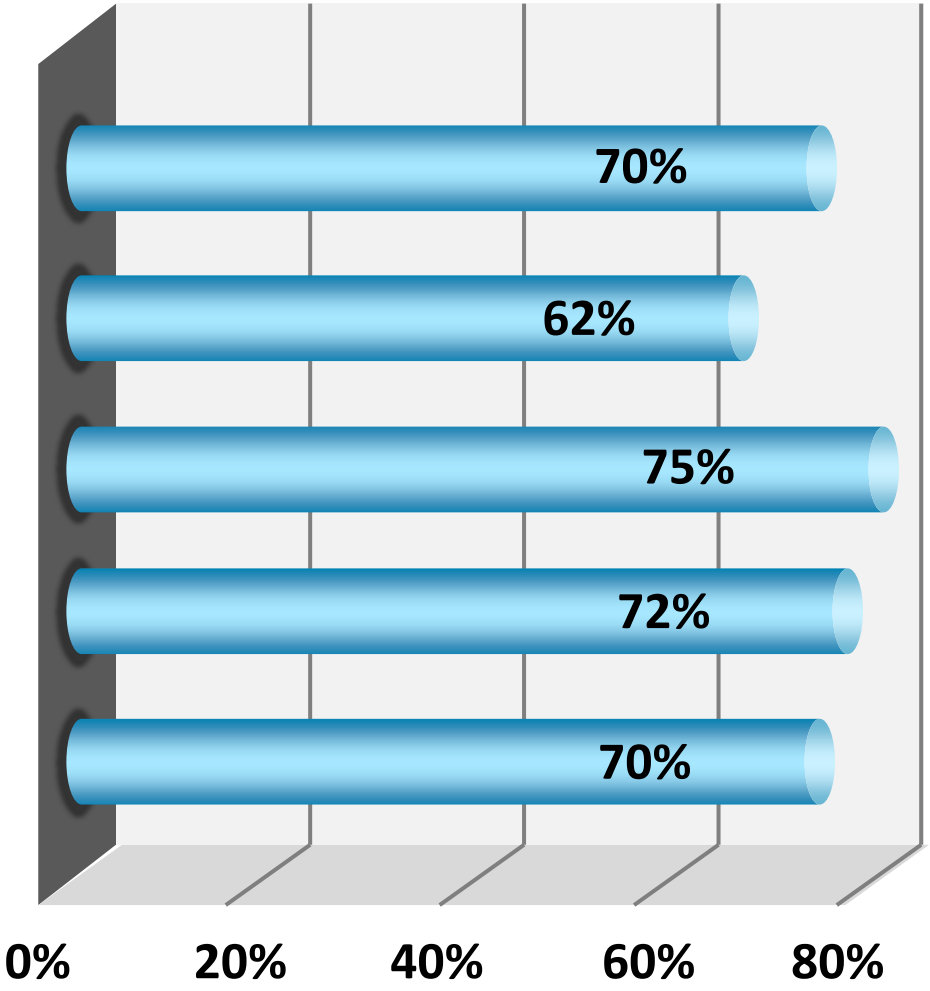
"ISP customers constantly tell us that outbound spam is the biggest operational headache they face. Each week they spend countless hours getting off blacklists and chasing down compromised accounts or spammers on their networks."

Frank Knifsend, SVP Products, Marketing & Operations
Mirapoint



Reasons to Deploy an Outbound Spam Solution

(% Responding an Important or Extremely Important Reason)



Source: Osterman Research, June 2010

Case Study - Outbound Spam Protection Solution

HOSTWAY

- Business: Hosting Provider
- Founded: 1998
- Major clients:
- Global Business: US, Canada, Europe, India, Korea and Australia
- Employees: 700
- Outgoing Messages Processed: Millions
- Serving: 400,000 domains

HOSTWAY

Problem:

- Outgoing spam sent from compromised accounts in their network whose credentials had been phished

Result

- ***IP Blacklisting*** - IP addresses were being blocked by multiple ISPs simultaneously

HOSTWAY

Previous Process:

- Combination of rate limiters, filters, logs and queue size alerts
- Manual detection of spammers and compromised accounts

Issues

- Intensive process
- Spammers managed to work around the rate limits by automating the creation of new compromised accounts

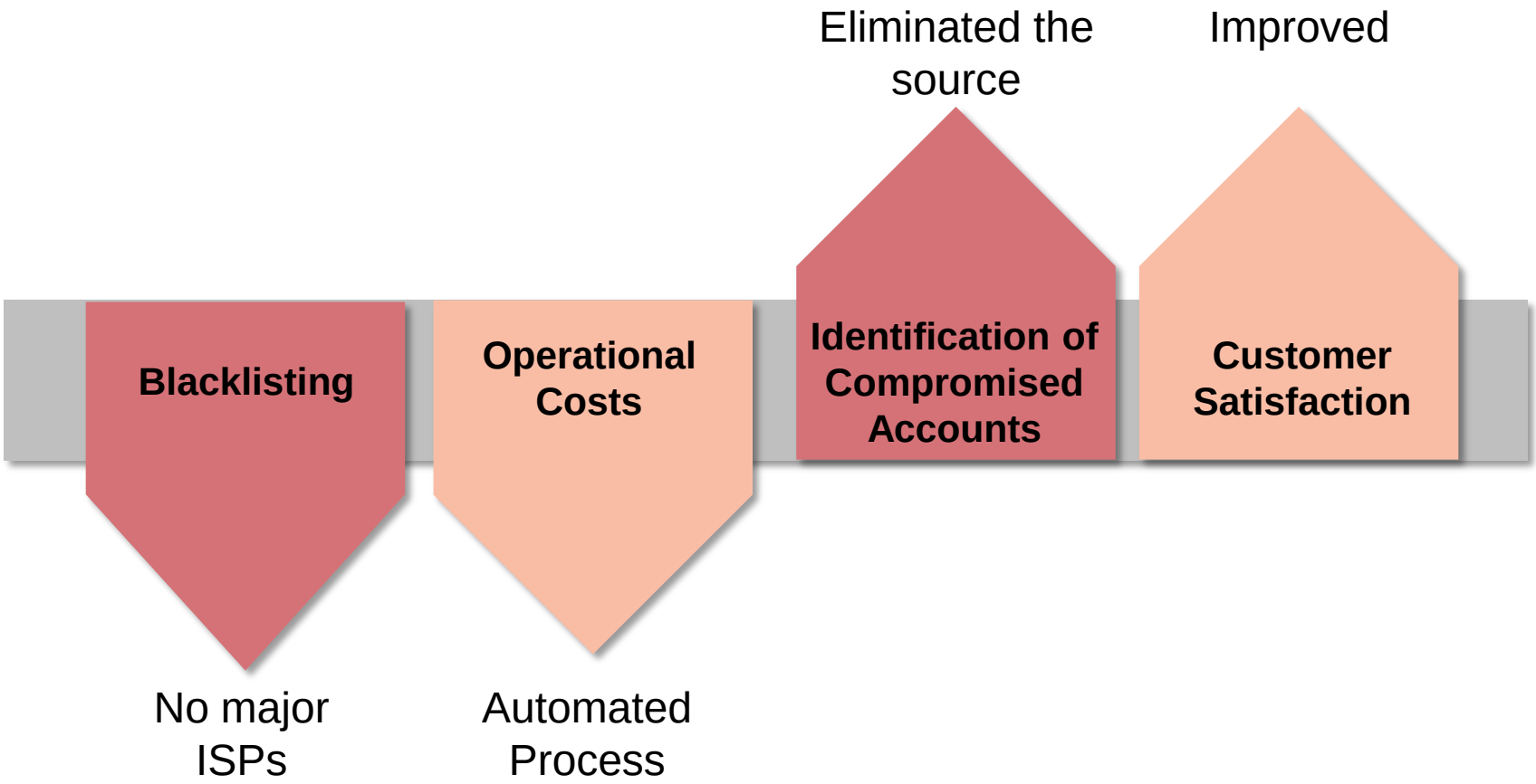
HOSTWAY

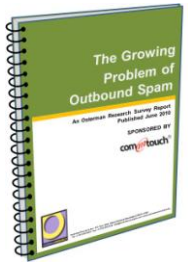
"Commtouch's Outbound Spam Protection helped Hostway identify many compromised/phished accounts as well as "trickle spam" that we otherwise couldn't detect because it was below our rate limits. Blocking outbound spam in real-time has prevented us from being blacklisted by any major ISPs."

John Martis, Executive VP
Hostway

HOSTWAY

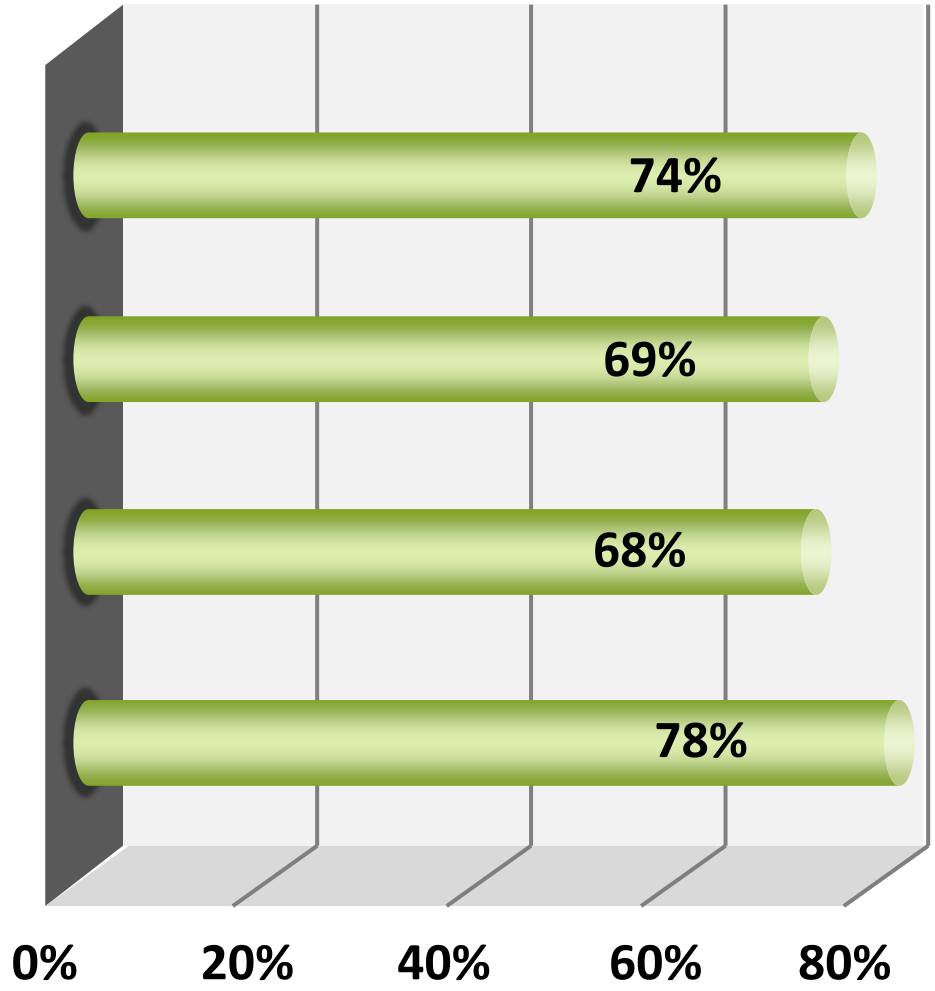
Results of implementing a dedicated Outbound Spam solution





Desired Attributes of an Outbound Spam Solution

(% Responding an Important or Extremely Important Attribute)



Source: Osterman Research, June 2010

Case Study – Asian ISP

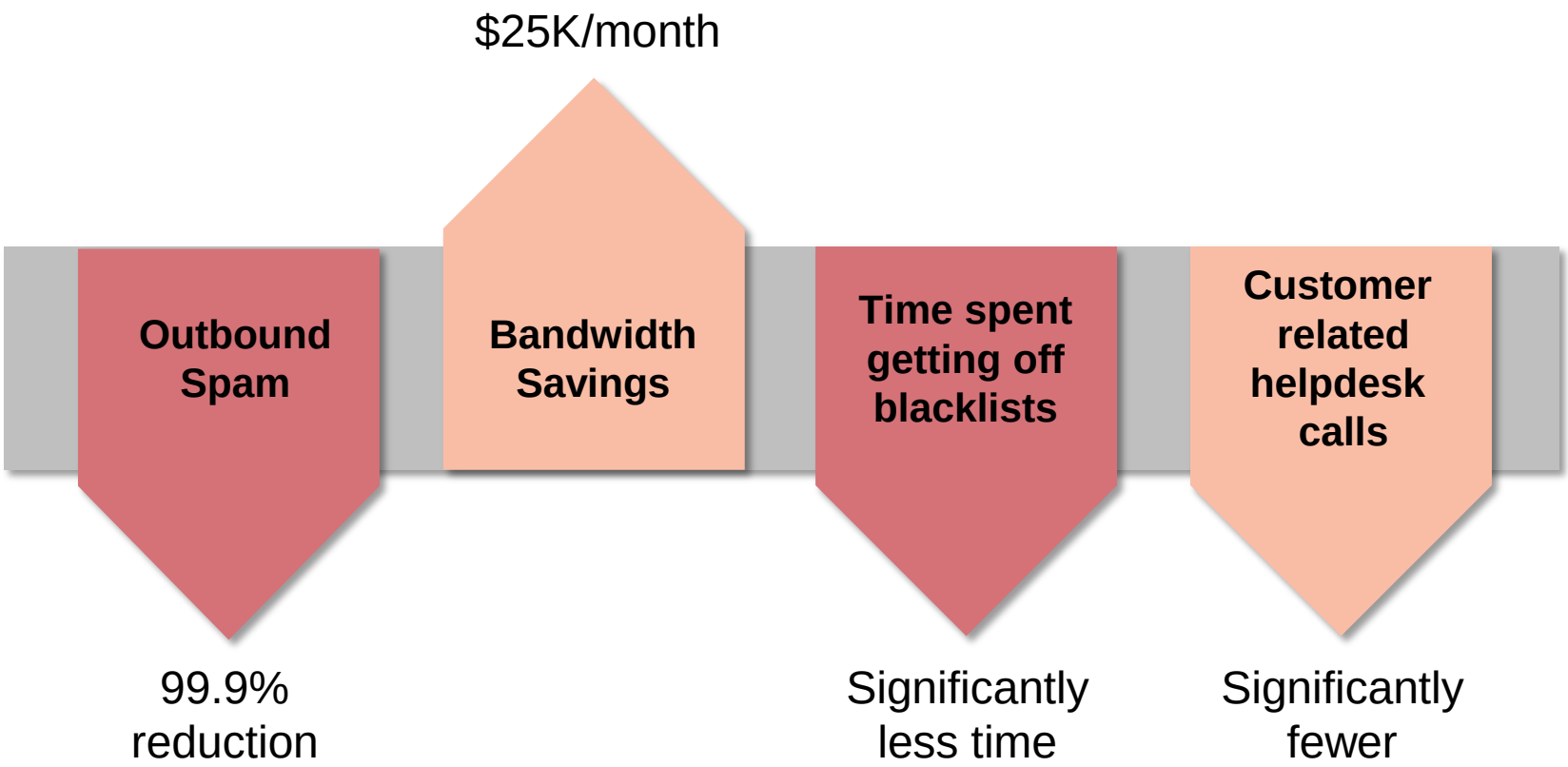
ISP

- Serving: Millions of business and consumer customers
- Services: Broad spectrum of Internet services
- Size: One of largest in Asia
- Outgoing Messages Processed: 3.5 Million/hour

"We were unknowingly sending out large amounts of spam from our network and our IP's were being blacklisted. As a premium service provider, we could not afford to get blacklisted. Hundreds of man-hours were being spent every month by our call center and technical support teams to handle spam related issues,"

Head of Network Operations

Results of implementing a dedicated Outbound Spam solution



- Increased Savings
- Improved Customer Experience
- Increased efficiency of IT & Customer Support

Why Outbound Spam Protection needs to be part of your Messaging Suite

Outbound Completes Your Messaging Security Suite

Inbound Spam Protection

+

Antivirus Protection

+

Outbound Spam Protection

Protect from threats to your customers

Protect from threats to your customers & your business

About

commtouch®

Suite of Real-time Internet Security Services

Messaging Security

Protect against spam & phishing outbreaks
IP Perimeter defense
Block & identify outbound spam & spammers

Antivirus

Protect against malware threats
Zero-hour virus detection

Web Security

Comprehensive URL filtering coverage & accuracy

Industry Standard Plugins

Parallels Optimized Computing · exim · POSTFIX · qmail · SENDMAIL · SpamAssassin · Microsoft Exchange · cPanel

About Commtouch

- Est. 1991, Public (NASDAQ: CTCH)
- Internet Security (Anti-spam, Antivirus, Web Security)
- Patented Technology
- 150 partners
- Over 190 countries
- Some key partners:

Thank you