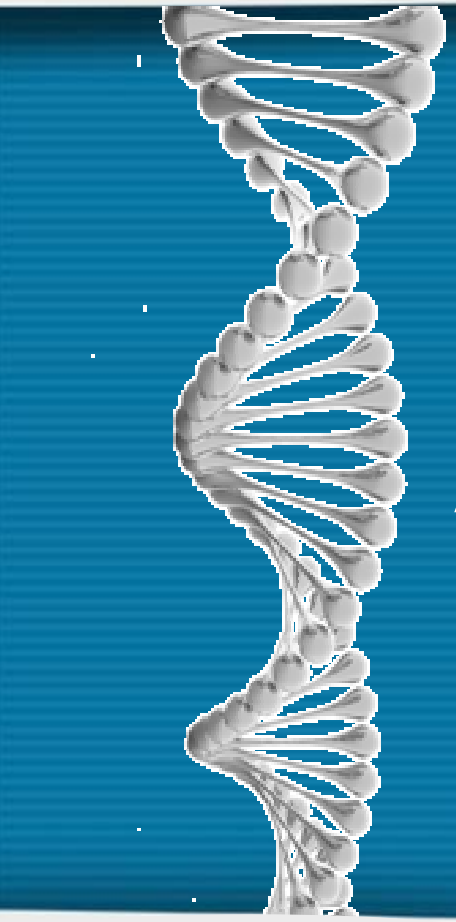
CLOUDMARK



Implementing Authentication in Anti-spam and Anti-fraud products

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Cloudmark's products integration

Desktop

SafetyBar

- Over 1 million
- Proven 98%+ effective, zero FP's

Exchange Server

Exchange Edition

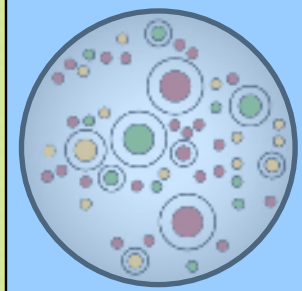
- Instant protection
- Maintenance-free
- Leverages SpamNet

Cloudmark Rating

Rating

- Reputation
- Legitimate email
- Brand

Gateway



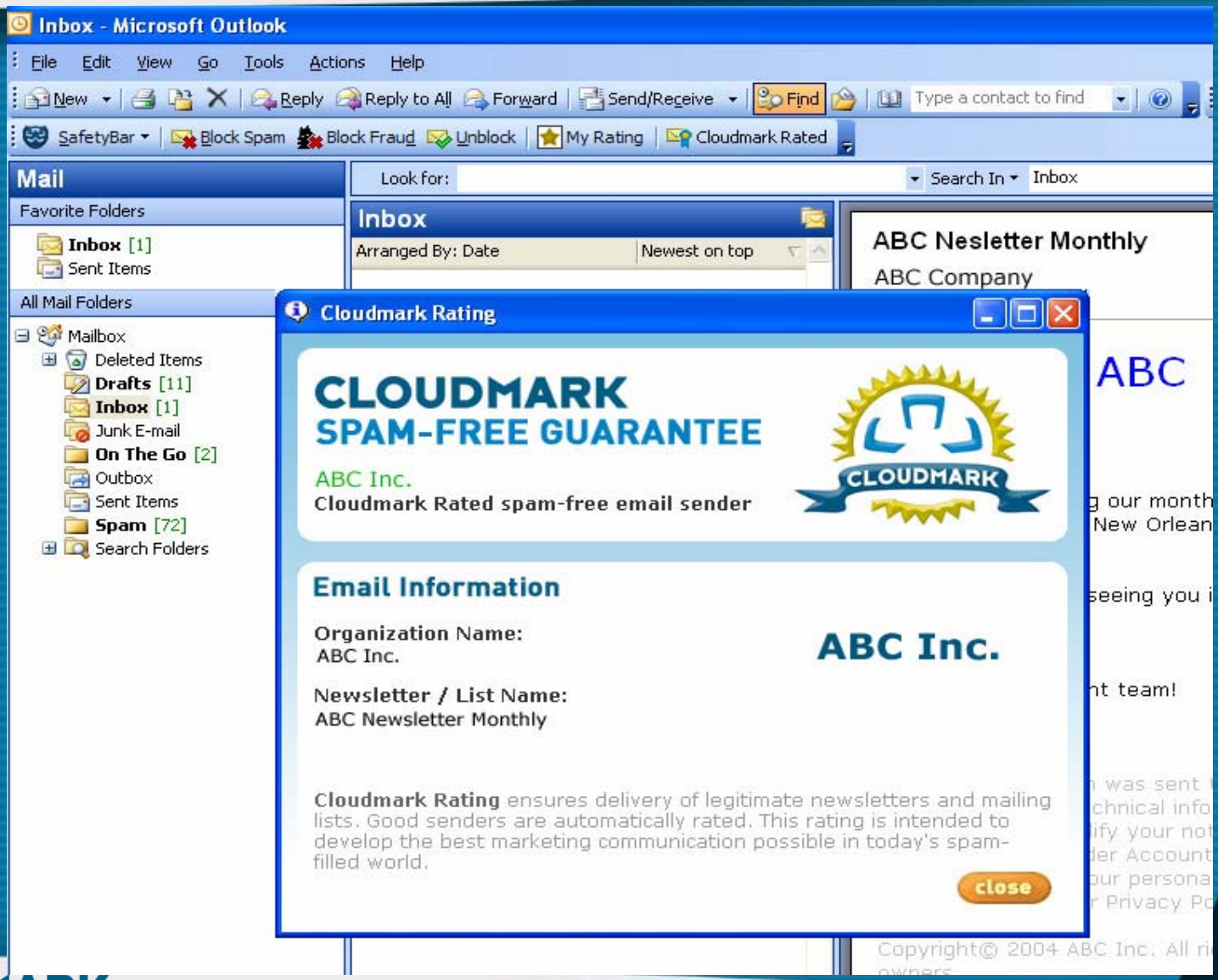
Immunity

- Email Genetic Map (EGM)
- Adaptive Learning

SafetyBar and Authentication Integration

- UI issues
- Spoofing issues
  - Reputation
- Allow all authenticated email or give user choice?

Authenticated Sender



Integrating Authentication and Cloudmark Rating

- Reputation system for legitimate senders of email
- Extend to support SPF/Sender-ID
- Leverage same DNS based architecture of SPF/Sender-ID
- Check authentication and reputation
  - Rating, Confidence and Status

Integrating Authentication into Immunity

- Gateway challenges
  - Drop messages or tag
  - Only allow authenticated?
  - Override spam/fraud decision?
- Integration with per user preferences
  - User vs. corporate policy vs. sender

Conclusion

- Authentication is a valuable part of an overall email defense system
- Reputation is key
- Protecting employees and consumers rights is a must
- Real world testing and deployments underway