

I R O N P O R T

# Principles of a Reputation System



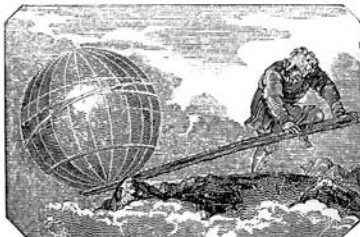
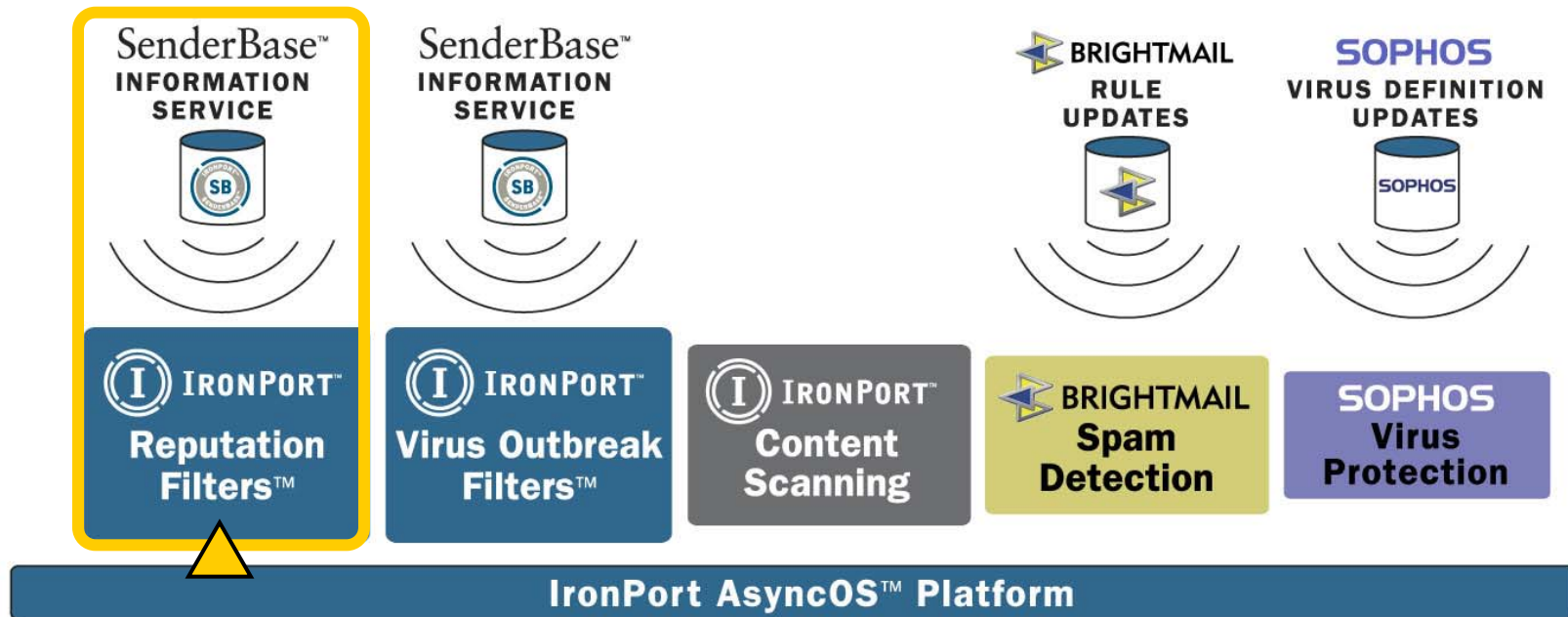
IronPort's 2<sup>nd</sup> Generation Reputation Filters Powered SenderBase

11/10/2004

Craig Taylor VP, Technology

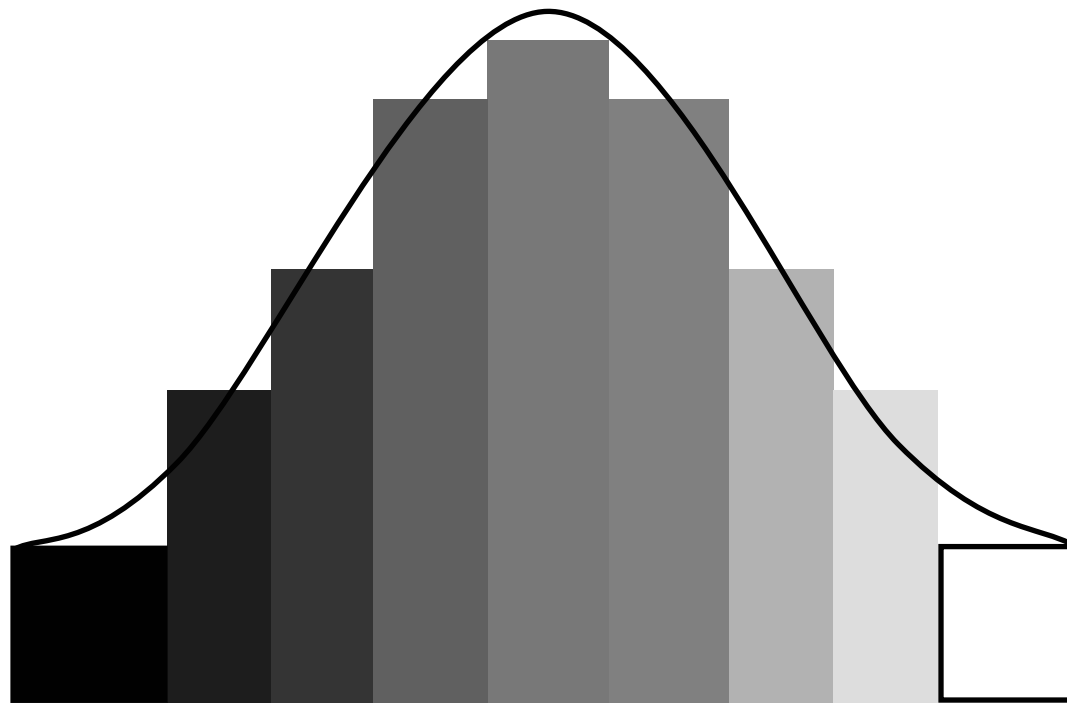


# IronPort C-Series Architecture



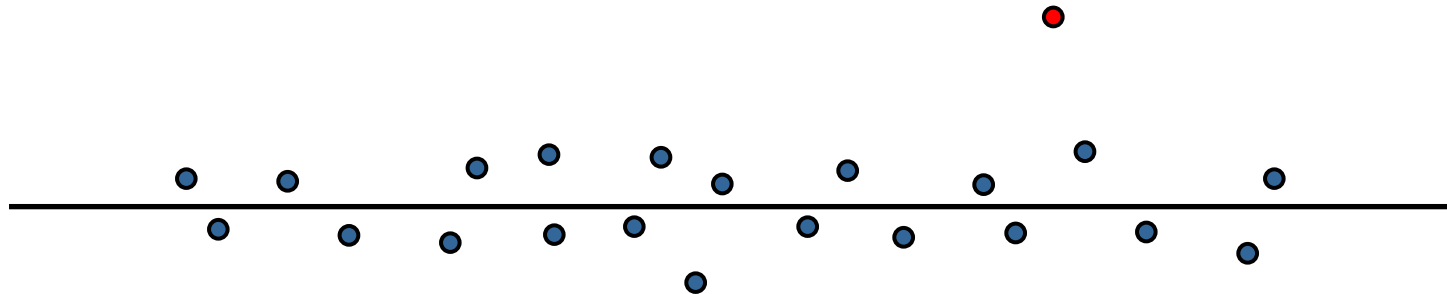
“Give me a place to stand  
and I will move the earth”  
Archimedes

# Reputation: Shades of Gray



# Principles of a Reputation System

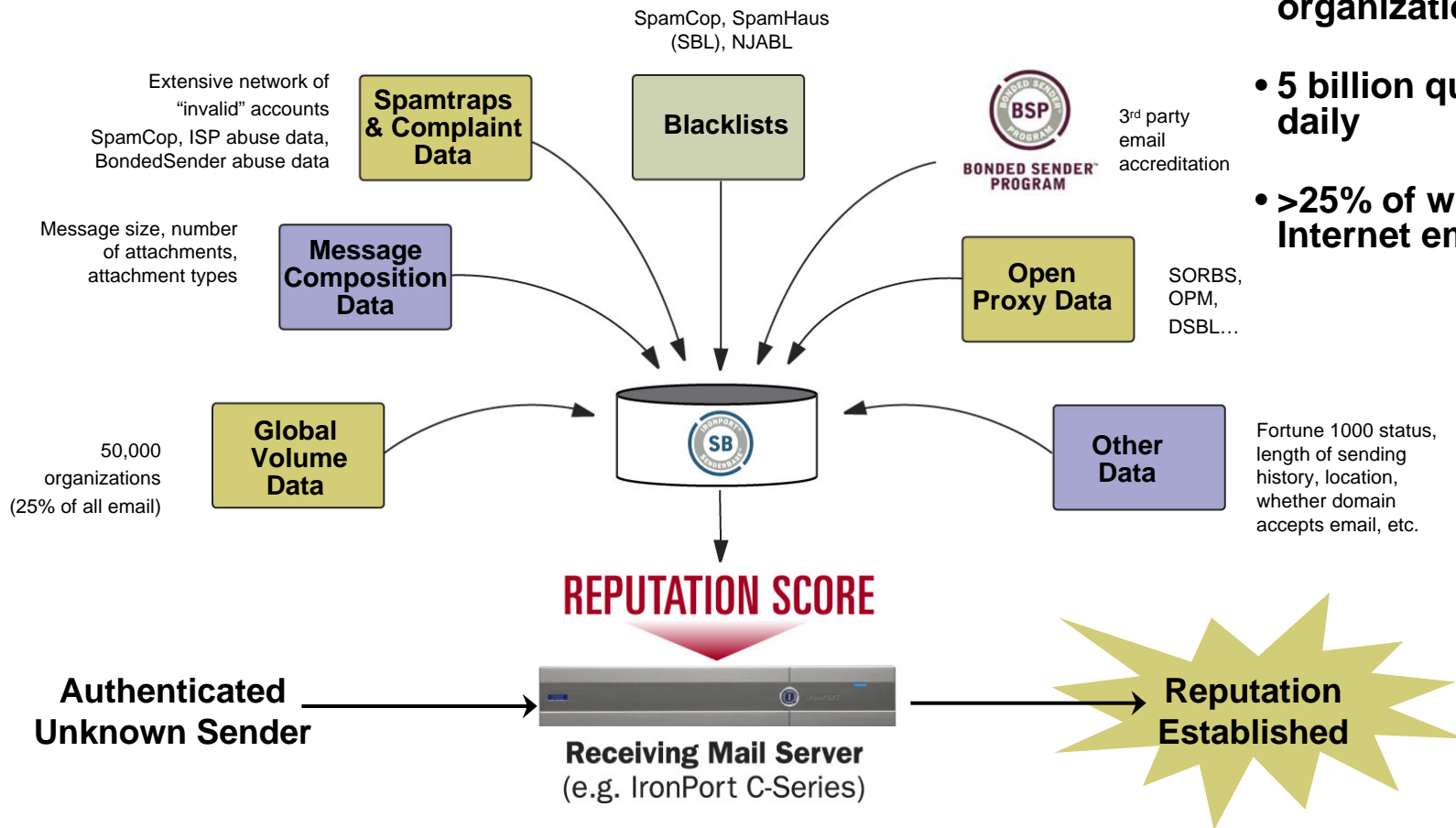
- Requirements:
  - Diversity: Broad diverse set of data sources
  - Accuracy: Real-time accurate data
  - Objectivity: Objective and transparent scoring



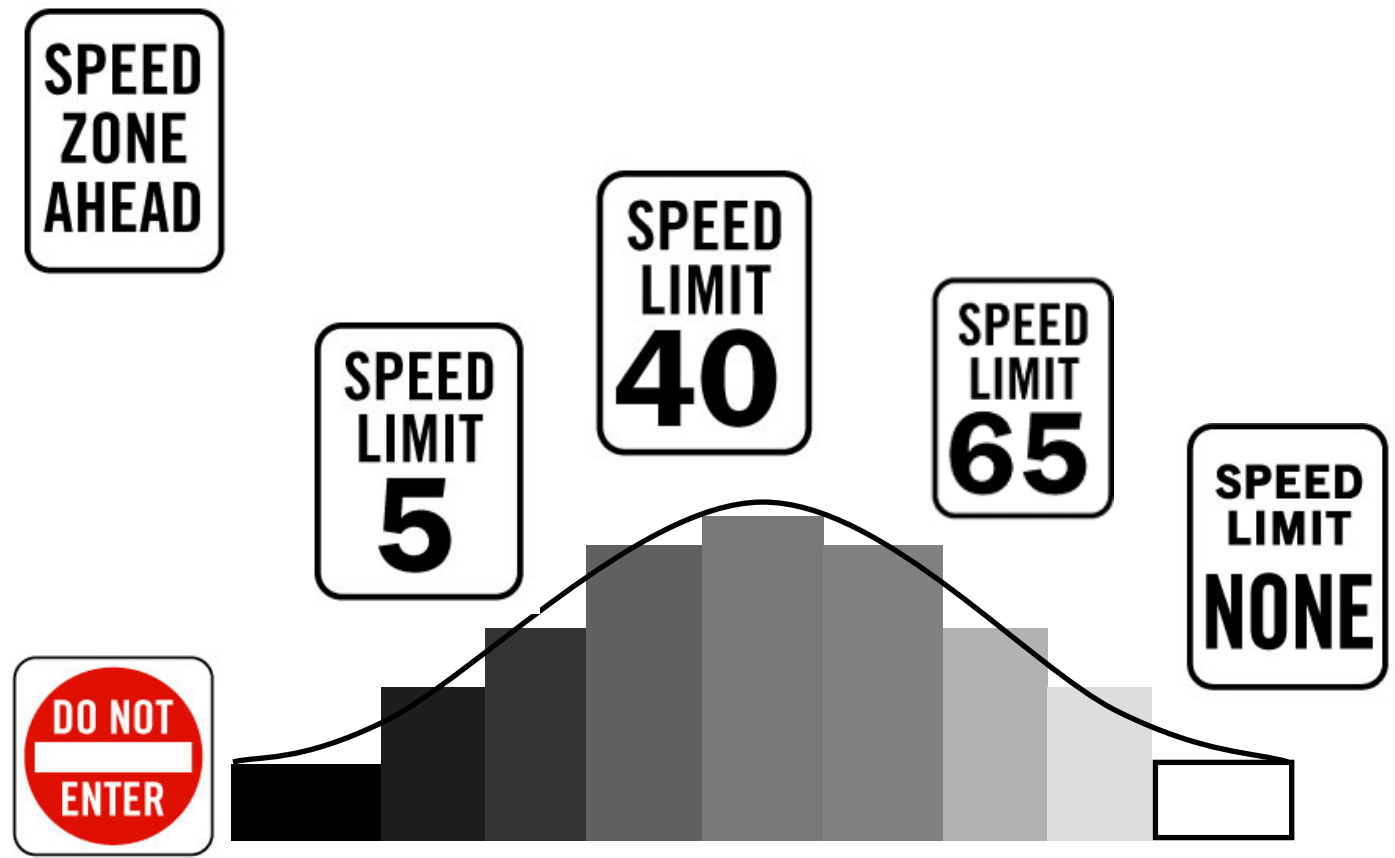
# SenderBase: First and Largest Email Traffic Monitoring Network



- 50,000 contributing organizations
- 5 billion queries daily
- >25% of world's Internet email



# The Power of Data





# Identity. Reputation. Policy.

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