



Top 10 Reasons for your Hosting Business to Start Commercial Email Filtering

Hosting providers employing open source technologies for spam, malware and phishing protection with anywhere from ten thousand to tens of millions of mailboxes can benefit significantly from commercial email filtering. By replacing or bolstering these open source tools with a commercial solution, hosting providers can focus more on their core business. Here are the top ten reasons to implement commercial email filtering:

1. Superior Detection, Lower False Positives

With the right commercial solution, you should see noticeably improved spam and malware detection compared to your open source solution. Detection rates of 98% and higher will become your new benchmark, and false positives will be reduced to near zero.

2. Cost Savings

The combined savings in capital and operating expenses far outweigh the cost of even a top-notch commercial email filtering solution when viewed in a total cost of ownership perspective. These CAPEX and OPEX reductions include:

- Time that was formerly spent on constantly updating rules, tweaking settings and maintaining hardware,
- Bandwidth and storage that was consumed by spam, phishing and malware messages,
- Mail server hardware and mail filtering hardware, since a commercial service reduces the masses of unwanted mail and handles larger volumes and traffic peaks more effectively.

3. Reduced Helpdesk Calls

A commercial solution is committed to providing exceptional accuracy, both in terms of superior detection and a very low false positive rate. These are more than just technical terms; they actually translate into fewer helpdesk calls and a reduction in support strain. Gone are the days when customers call up the helpdesk, frantic that they never received an important email, or trying to figure out why the photos from Grandma never arrived.

4. Competitive Differentiator

Take the competitive focus off of price, and turn the spotlight on quality by offering superior email filtering to your customers. For a small business that wants to concentrate all of its online activity with a single provider, reliable, high quality, clean email mailboxes are of the utmost concern.

5. Improved Customer Satisfaction → Higher Customer Retention

Customer satisfaction is an important influence on long-term loyalty, and improving email filtering accuracy with a commercial solution can significantly reduce customer churn. With the ease at which customers can jump from provider to provider, it pays to offer a solution that your customers appreciate, one that keeps their inbox clean and secure. Customers that trust your email infrastructure will likely use other services you offer, growing more reliant on your services, and reducing the likelihood of switching providers.



6. Up Your Green Quotient

Blocking massive amounts of unwanted email reduces the number of mail servers you have to deploy, and commercial mail filtering typically uses less hardware resources to filter the same amount of mail. Besides the cost savings, you will also cut your power consumption significantly, and the less power you use, the happier the environment will be.

7. Increased Revenue

Implementing a superior email filtering solution enables you to offer a premium service to your customers, bringing in an incremental revenue stream. Such value added services are a crucial part of a hosting company's business proposition; however, even without charging extra for a commercial service, your highly accurate email filtering can improve your customers' experience so much that they bring you more business through referrals. And your competitive differentiation through your email offering may enable you to win accounts over your rivals.

8. Improved Security

Keep malware and phishing messages out of the perimeter with an IP reputation system that eliminates zombie-generated messages. Also look for a commercial solution that stops zero-hour malware before anti-virus signatures are available, since a single virus outbreak that bypasses a signature-based AV engine can bring down your entire network.

9. Eliminate Outbound Spam → Keep Customers Off of Blackhole Lists

Customers who send spam or malware (either innocently or intentionally) can cause problems for your entire network; Realtime Blackhole Lists (RBLs) will not distinguish between your customers hosted on the same IP address or even range of IPs. This will result in legitimate customer mail being blocked from reaching its destination. Commercial solutions should prevent unwanted mail from emanating from your network, protecting your reputation, and keeping your customers satisfied. It will also save you the cost and support hassle of delisting from the RBLs.

10. Professional Accountability

Open source is great for people who love to tinker, but you have a business to run. Finding answers to your questions in newsgroups and within the community is not always as easy or quick as it seems on the surface. When you are in a rush, or have an emergency, or just want to know that the response you are receiving is qualified, you need an experienced company to hold accountable. Your commercial vendors should be available to answer questions, deal with issues or assist in your own specific integration.

 Commtouch (Nasdaq: CTCH) is the market-leader in commercial email filtering technology, providing its Anti-Spam, Zero-Hour™ Virus Outbreak Protection and GlobalView™ Mail Reputation to more than 120 security companies and service providers for integration into their offerings. Commtouch's patented Recurrent Pattern Detection™ (RPD™) and GlobalView™ technologies automatically analyze billions of Internet transactions in real-time in its global data centers to identify new threats as they are initiated. Founded in 1991, the company's expertise in building efficient, massive-scale security services has resulted in mitigating Internet threats for thousands of organizations and hundreds of millions of users in 190 countries.