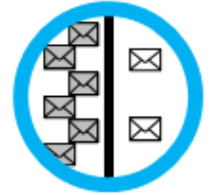




Outbound Spam Protection

For Service Providers



Customer loss, operational cost increases, brand damage and even potential lawsuits are just some of the possible consequences service providers face as a result of spam emanating from their networks. Because the problem differs significantly from that of inbound spam, the potential hazards of outbound spam require a distinctive approach to protect service providers against this rapidly growing threat.

THE PROBLEM

Outbound spam disrupts the core business of service providers in several ways:

- **Blocked IP ranges** – Spam sent from subscriber PCs can cause entire IP ranges to be blocked. Blocking legitimate customers' traffic has a huge effect on customer satisfaction.
- **Increased costs** – Removing blocked IP ranges from blacklists, handling angry customers, added support infrastructure, and potential litigation all increase the service provider's costs.
- **Persistent zombies** – Blocking outbound spam is not enough. Without identifying the spamming source, service providers can only handle the symptoms, allowing spammers to find new techniques to contaminate the service provider network.
- **Ineffective solutions** – Blocking port 25 and employing standard inbound anti-spam filters on outbound traffic results in very high false positives and frustrated users.
- **Legislation** – Numerous governments are proposing legislation requiring service providers to proactively deal with zombie computers within their networks.

COMMTOUCH SOLUTION

The Commtouch solution is specifically tailored to detect outbound spam:

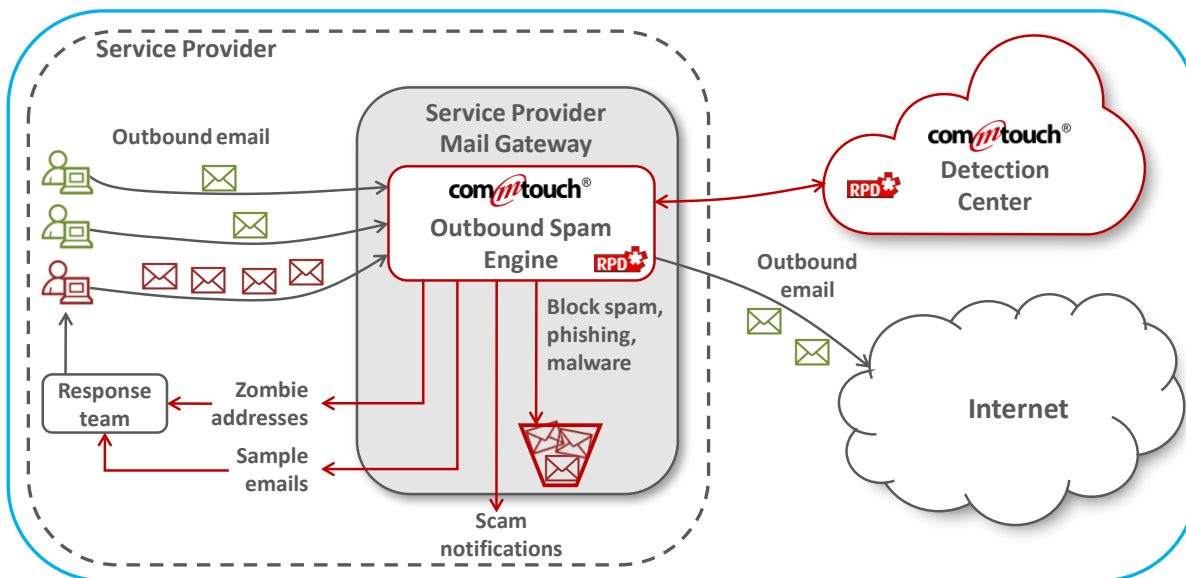
- **Detects rapidly and accurately**– A small, efficient local engine implements the same patented technology that runs in the Commtouch Detection Center to analyze local service provider traffic, blocking outbreaks as they start with almost no false positives.
- **Blocks any type of attack** – Whether it is spam, malware or phishing, Commtouch will block it in real-time.
- **Blocks any type of attacker** – zombie computers, compromised accounts, spammer accounts and webmail spam.
- **Identifies the spam source** – The solution can alert the service provider's abuse team and provide samples of the emails sent.

ANTI-SCAM

The Commtouch solution is the first to provide service providers with the ability to protect their subscribers from replying to phishing and scam emails. This service reduces compromised accounts and protects customers.

Commtouch Outbound Spam Protection

HOW IT WORKS



Commtouch messaging security solutions rely on our patented Recurrent Pattern Detection™ (RPD) technology, which analyzes billions of messages per day to identify outbreaks the moment they occur. In order to provide accurate protection from outbound spam, Commtouch has enabled local RPD technology within the Outbound Spam Engine.

Outbound email is scanned by the Outbound Spam Engine for globally recurring patterns, locally recurring patterns and replies to scams. This allows the engine to track a sender's traffic statistics, such as mails per period of time and spam/ham ratio. Once a sender reaches a certain threshold set by the service provider, the Commtouch Engine blocks the spam and alerts the service provider with the sender address. Samples of the blocked emails are also provided for analysis.

BENEFITS

- **Secures service provider's reputation** – Blocking outbound spam at the right time will prevent your network from being blocked and will improve your reputation from the point of view of your customers, other networks, and block lists.
- **Saves money** – The Commtouch solutions reduces expenses associated with resolving blocked IPs, handling angry customers, and increasing existing hardware and support staff.
- **Improves customer satisfaction** – Commtouch's near zero false positive rate allows customers to benefit from a high level of service with no disruptions while protecting them from scams.
- **Differentiates service offering** – A unique anti-scams component adds valuable protection for customers.

ABOUT COMMTOUCH

Commtouch® (NASDAQ: CTCH) is a global technology leader of cloud-based security services and provides proven messaging and Web security to more than 135 security companies and service providers for integration into their solutions. Commtouch was founded in 1991, is headquartered in Netanya, Israel, and has a subsidiary in Sunnyvale, Calif.

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