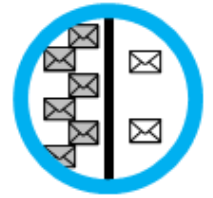




# Outbound Spam Protection

## 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:

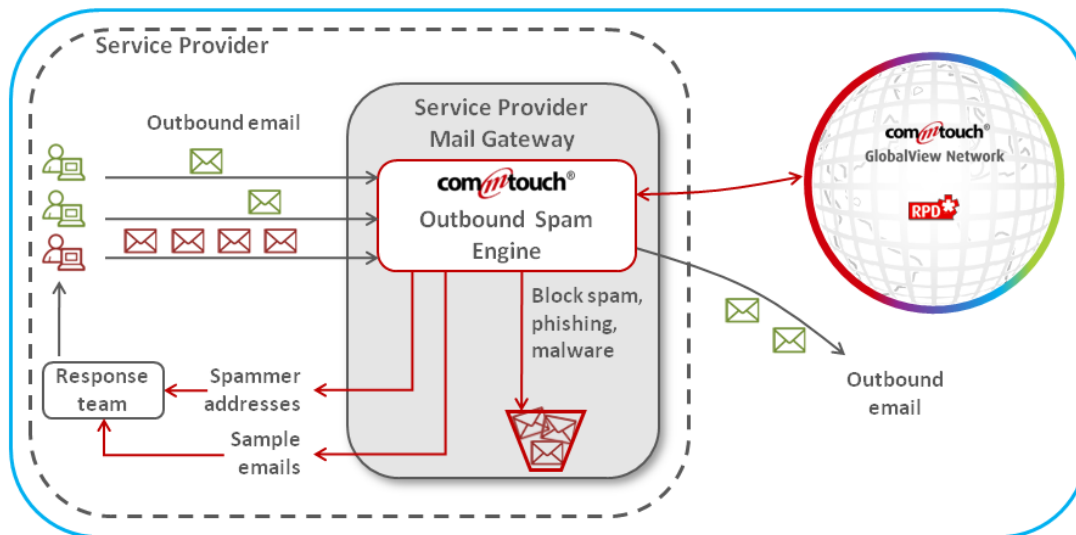
- **Detects rapidly and accurately**– A small, efficient local engine implements the same patented technology that runs in the Commtouch Detection Center to analyze local service provider traffic, blocking outbreaks as they start with almost no false positives.
- **Blocks any type of attack** – Whether 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.

**“With Commtouch’s new solution, our ISP customers will instantly identify and stop zombie and intentional spammers, so they can keep their customers’ mail flowing, preventing them from being blacklisted and maintaining their reputations.”**

Frank Knifsend, Sr. Vice President, Products, Marketing & Operations, **Mirapoint**

# 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 lower volume local or regional outbound spam, Commtouch enables a local instance of RPD opposite each Outbound Spam Engine.

Outbound email is scanned by the Outbound Spam Engine for globally recurring patterns, and locally recurring patterns. This allows the engine to identify spam, phishing and email-borne malware and also track a sender's traffic statistics, such as mails per period of time and spam/ham ratio. Once a sender reaches a threshold set by the service provider, a notification is provided along 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.

## ABOUT COMMTOUCH

Commtouch® (NASDAQ: CTCH) is a global technology leader of cloud-based security services and provides proven Internet security to more than 150 security companies and service providers for integration into their solutions. Commtouch was founded in 1991, is headquartered in Netanya, Israel, and has a subsidiary with offices in Sunnyvale, Calif and Palm Beach Gardens, Florida.

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