

Phishing on the Rise

With the average successful fraud netting \$1,400, consumer email fraud is already a \$5 billion industry. In fact, latest research indicates that phishing email volume has hit an all-time high of 4 billion a month.

Fraud Enters the Enterprise

Flushed with the success defrauding consumers, fraudsters now are turning their sights on businesses. Leveraging social engineering to evade corporate security systems, fraudsters gain network access and steal confidential corporate data and financial assets. With the unwitting cooperation of an employee, every network defense is useless, including firewalls, IDS/IPS, and secure identification cards.

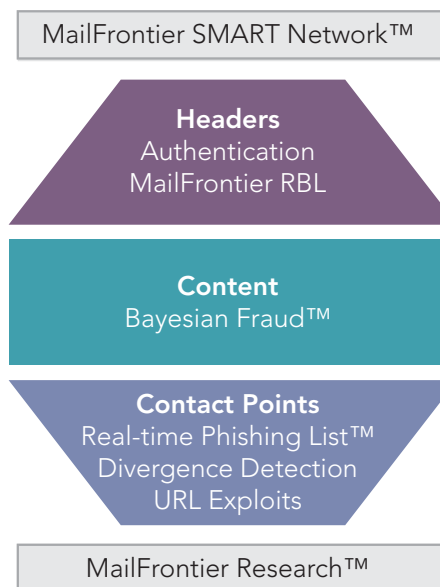
What is the Difference between Spam and Fraud?

	Spam	But Fraud
How does it arrive?	Sneaks in the back door.	Walks in the front door.
How does it make its offer?	Looks bad, seems far-fetched.	Looks plausible, seems credible.
What is it trying to do?	Tries to sell you something.	Tries to steal something from you.

Fraud is not Spam

Fraudulent emails are specifically created to imitate legitimate emails—often copying actual corporate communication—and consistently eluding spam filters. It requires specific analysis, identification, and handling—and email policies alone cannot be counted on to protect the organization.

The Three Points of MailFrontier Anti-Fraud



Why MailFrontier

Effective

Eliminate spam, predict virus, and identify phishing with MailFrontier

Cognite™: evidence evaluation that revolutionizes email security.

Easy

Manage better with MailFrontier

Fusion™: identity-based management that takes 10 minutes a week

A Step Ahead

Fight back with leading anti-threat innovation: MailFrontier SMART

Network™, MailFrontier Time Zero Virus Technology™, and the MailFrontier Phishing IQ Test™

- **Headers:** MailFrontier Anti-Fraud protection includes header analysis that includes Sender ID and MailFrontier Reputation™ evaluation, using MailFrontier's leading reputation database of over 20 million contact points to validate the quality of the email message and sender. MailFrontier Anti-Fraud header review also includes cross-reference with MailFrontier's proprietary real-time black list of known senders of phishing email. Key to the success of our header analysis is the support of MailFrontier SMART Network™.
- **Content:** Leveraging Mailfrontier expertise and success with Adversarial Bayesian™ for anti-spam, MailFrontier Anti-Fraud incorporates Bayesian Fraud™ into its content analysis. Developed from an extensive database of phishing and fraud samples collected from the MailFrontier SMART Network and vetted by MailFrontier Research, Bayesian Fraud content analysis differentiates and isolates fraud from spam during the filtering process.
- **Contact Points:** Spearheaded by MailFrontier Research, MailFrontier is the industry leader in contact point analysis. MailFrontier Anti-Fraud offers three levels of contact point review:

Browser exploit detection. MailFrontier analyzes emails for items such as obfuscated URLs, port-number inconsistencies, redirections, and encoding that exploit vulnerabilities in browsers and operating systems.

Social engineering trick checks. Techniques such as Divergence Detection™ which examines the difference between the appearance of a link and the actual result of acting on that link are used by MailFrontier to search for tricks common in fraud emails—but not in legitimate ones.

Real-Time Phishing List™. MailFrontier cross-checks all contact points against its Real-Time Phishing List™, the industry's most extensive list of known phishing links.

Finally, MailFrontier Anti-Fraud also offers distinct fraud reporting, alert and feedback tools, so that administrators can be kept aware of trends, make necessary security modifications and report those findings back to other entities that are part of your security network both inside and outside your organization. MailFrontier also lets you send alerts to your organizations that are instructional and helpful in increasing awareness and caution.



1841 Page Mill Road
Palo Alto, CA 94304
866-3NO-SPAM