

Anti-Spam: Stop Spam with MailFrontier Cognite™

MailFrontier takes spam management beyond arbitrary scoring with MailFrontier Cognite™, a revolutionary evidence evaluation system that identifies the sender, analyzes the content, and applies a collaborative review to every email.

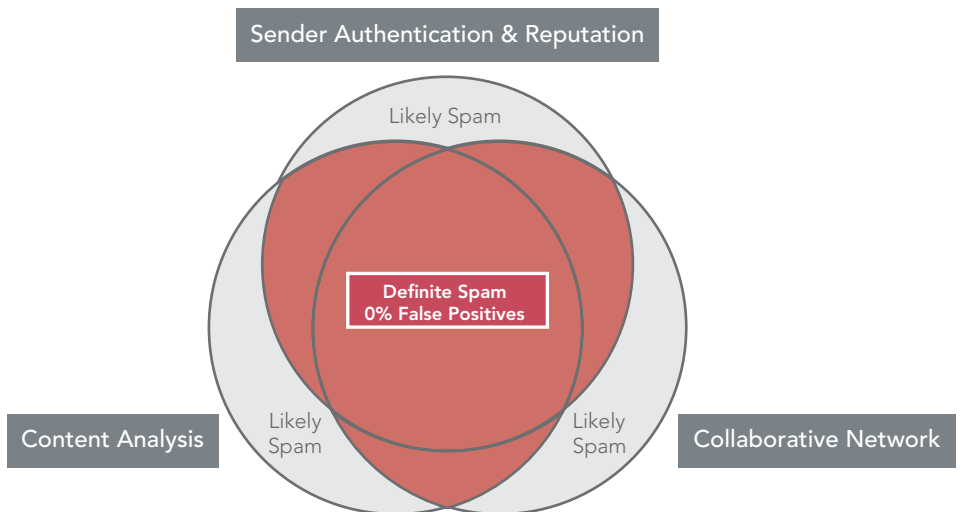
MailFrontier Anti-Spam: Get protection, not just a score

Sender, content, and collaborative review are each excellent spam identifiers, but no single analytic technique is enough to stop the constantly morphing forms of spam. Even multiple techniques aren't enough to keep spam at bay for long. And rigid scoring often ends up blocking email that you actually want to receive. Furthermore, if only a single method is used, the risk of false positives increases.

MailFrontier Anti-Spam uses MailFrontier Cognite™ to perform unique cross-analysis requires that at least two of our independent techniques label a message as spam before it is marked as definite spam – ensuring no good email is caught.

MailFrontier Anti-Spam is 98 percent effective at stopping spam. Only when all elements of an email are simultaneously cross-analyzed can you have true confidence in your solution's handling of your company's email.

MailFrontier Cross Analysis: Examine the Sender, Analyze the Content, Apply Collaborative Review



- **Sender Authentication and Reputation:** The techniques in this category identify emails that falsify their origin and check the reputation of the email sender. Using both Sender ID Framework and MailFrontier Reputation™, the MailFrontier solution not only validates the sender's claimed identity but also evaluates that sender's reputation.

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™

Sender ID provides an important part of the anti-spam solution by identifying emails that have inconsistencies between the claimed origin and actual origin. MailFrontier leads its industry by incorporating this newly-adopted security standard into its product.

Spam can come from domains or addresses that are valid for the claimed domains, which means that Sender ID analysis is not enough. With the added technique of MailFrontier Reputation™, MailFrontier's anti-spam analysis not only validates the claimed origin of the email through Sender ID, but also assesses whether the sender has a good or bad reputation for sending spam emails by cross-checking against MailFrontier's proprietary database—the industry's largest—with over 20 million entries to date.

- **Content Analysis:** Naïve Bayesian rules don't meet the challenge of today's pervasive spammer. Spammers use many techniques to confuse naïve Bayesian filters into letting the spam messages through. MailFrontier's Adversarial Bayesian™ is designed for this environment. MailFrontier's Adversarial Bayesian includes a variety of techniques, including Lexigraphical Distancing, which finds variations of spam words and Jibberish Detection, which detects strings of nonsense text often found in spam. MailFrontier's Adversarial Bayesian offers the industry's most comprehensive content review.
- **Collaborative Network:** MailFrontier Self Monitoring Active Response Team (SMART) Network™ is a real-time network of over 825,000 global users whose responses enable MailFrontier to determine how to quickly identify and react to new spam trends. In addition, since this network gets "real" email, MailFrontier SMART Network also understands legitimate email, dramatically reducing the false positive rate. MailFrontier immediately applies the results of its analysis through MailFrontier SMART Network, passing the knowledge and value of its collaborative network to its customers in real time.

Solving the Likely Spam Challenge: Personalized Spam Management

Unique to MailFrontier's approach is Personalized Spam Management. Instead of simply instituting a "one size fits all" scheme for blocking email, MailFrontier enables filtering at the organization, group, and personal mailbox level, ensuring only the email users want to receive will reach their mailboxes.

Personalized Spam Management allows groups and individuals within the organization to personalize their email management settings within the parameters of the organization's global settings. This lets users receive only the email they want while IT retains control.

The Result: No Spam and Headache-Free Email

Our unique, independent cross-analysis combined with Personalized Spam Management, succeeds because it provides an absolute judgment of definite and likely spam, and handles individual user preferences. The result? A judgment that lets you confidently delete unwanted email, securely quarantine suspect email, and accurately receive "good" email.



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