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3 Criteria for Controlling Enterprise Spam

By CipherTrust

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Or: T*ake Y O U R email ba & ack + From the Sp@mmers! 0400constrictor bubble snake informational

If you have a business, then you have a spam problem. The efficiencies of communicating through e-mail not only benefit organizations like yours; they also benefit the spammers who profit off of sending pernicious e-mails to millions of people every day. In fact, spam is so cost-effective that it costs less than \$0.0004 to send a single spam. That's 25 emails for just one penny!

The Spam Problem

According to Meta Group, "Companies are routinely getting 20,000 daily spam messages, putting significant burden (e.g. bandwidth and storage consumption) on mail relays, SMTP gateways, and internal mail servers."

To make matters worse, companies have invested millions of dollars in spam-fighting technologies that have been rendered obsolete within months of purchase by the innovation of spammers who have found ways to thwart new technologies along the way. Examples of spammer ingenuity abound. As recently as mid-2003 Bayesian logic was touted as the immutable defense against spam, but by early 2004, most spam had evolved to be "Bayesian-proof". There are even programs available for download on the internet that will "test" your spam for you before you send it to make sure it will get past the spam filters.

Clearly, the solution is to partner with a company that specializes in fighting spam. Who you choose is a crucial step because you don't want your solution to become obsolete within a few months, and you certainly don't want to create a problem with false positives.

Criteria 1 - Diversity - The Cocktail Approach to Filtering Spam

The first step in addressing spam is identifying it. But, unlike viruses, spam identification is not straightforward. There is no "smoking gun" that clearly indicates to a detection system that a message is a spam. For instance, the common approach of looking for keywords such as "Viagra" or "Free", misses many spams. The method of blocking known spammer IP addresses lags and does nothing to

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deter determined spammers. Any effective spam detection system must employ multiple techniques for identifying and measuring the probability that a message is spam including the newer heuristic analysis and real-time collaborative spam filtering tools.

Criteria 2 - Flexibility - Different Strokes for Different Folks

A fundamental issue with spam is defining what exactly constitutes spam. One person may consider any bulk e-mail spam, while another highly values the opt-in bulk e-mails they receive. Different

organizations may have policies with very different definitions of what is allowed. A good anti-spam solution must allow administrators to enforce these different rules and even allow them to apply different rules to different users, preferably by integrating with policy tools and user databases such as LDAP directories. It should be able to support differing thresholds for different spam results and adjustable confidence values in spam detection techniques. It should allow administrators to customize responses for inbound or outbound traffic. Rules should allow re-labeling, blocking and quarantining of messages, as well as a test mode where rules are tried without impacting mail flow. Ideally, your solution will include an integrated policy manager, which enforces corporate policy across the entire e-mail system, and allows different rule sets for different users and groups.

Criteria 3 - Expertise - Know Thy Enemy

Spammers are constantly improving their methods, particularly as corporations have finally begun to fight back. Vendors must be able to develop and deploy policies, signatures, keywords and values to corporations using their solution. They should be developed based on data from a distributed network of customers and other Internet detection points by a team of spam blocking experts. Only by constant improvement can any solution continue to be responsive to spammers even in the face of new threats.

CipherTrust is the leader in anti-spam and email security. Learn more by downloading our free whitepaper, "

" or by visiting

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Do You Get More Spam Than Real Email?

By Matt Garrett

The unsolicited junk or bulk email that you receive is known as Spam. Spam is a very serious problem the people have to deal with daily. Sometimes the junk emails exceed the regular email messages that we receive in our email account. Spam filter can be a solution for you to get freedom from Spam mails. There are different types of software to keep out the Spam emails from your inbox. Spam filters can monitor the emails that come in your inbox and prevent any Spam mail from entering in to your inbox.

The Spam email that you receive is due to the inappropriate usage of mailing list. The mailing list consists of email ids of different people and all of them can be flooded with bulk or junk emails. Many

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companies send out the Spam email messages to a large number of people who do not ask for such messages. Spamming is considered to be very bad netiquette as it amounts in violating a person's privacy. Netiquette demand that no email id can be used without the user's permission.

Many Spam filters are designed to help people who are constantly bombarded with junk or bulk mails. Spam filters make use of filtering technology to filter the contents of the incoming emails. Spam filters can effectively help a person by sorting out these types of incoming emails.

Different types of Spam filters can be helpful for controlling spam. Content based Spam filter is one type that can be used by you. The filter scans the content of the email, and searches for tell tale signs for Spam in the message. Content based Spam filters have however not been very effective in controlling the bulk or the junk messages. The main reason for this being that the spammers had devised ways and means by which they can communicate their message despite the presence of such filters.

Spam filters that are prepared these days are designed to give advanced protection against unsolicited emails and spammers. Bayesian filter technology is another effective way of controlling these mails. Bayesian technology is not like other filtering methods that search for Spam identifying words in the header and the subject line. The Bayesian filter uses the entire perspective of an email when it looks for characters or words for identifying a Spam. Another feature of Bayesian Spam filter is that the more it analyzes the incoming mails, the more it learns to identify Spam mails.

Spam mails can sometimes bombard you in such a manner that you may end up receiving more Spam than the regular emails. Most email service providers have Spam filter software enabled in their sites. All you need to do is select the options of setting the Spam filter for your emails according to your liking. You can mark the sites from which you want to receive or not receive mails in your inbox. Setting the options for blocking the bulk or the junk mails is entirely your prerogative.

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