

Overview

The SenderBase Network

OVERVIEW

Overwhelmed with spam and other security threats? Want to find out who is really behind the email entering your network? Take control with security services that leverage *SenderBase*®, the world's largest email and Web traffic monitoring service.

SENDERBASE AND IRONPORT'S SECURITY APPLIANCES

IronPort's enterprise email and Web security customers harness the power of *SenderBase* through *IronPort Reputation Filters*™, *IronPort Web Reputation*™ technology, and the *SenderBase* Reputation Score (SBRS) — which boils down *SenderBase* data into a single score, indicating the threat level for each incoming message. *SenderBase* data also powers *IronPort Virus Outbreak Filters*™, a preventive security service that protects customers from viruses – hours before anti-virus vendors publish virus signatures.

THE REAL DEAL

HOW SENDERBASE WORKS

Identify Threats First

SenderBase collects data from more than ten times the networks of competing monitoring systems, with data on more than 25 percent of the world's email and Web traffic. This volume provides a very statistically significant sample size, resulting in immediate and accurate detection of even low volume mail senders. A highly diverse group of over 100,000 organizations, including the largest networks in the world, contribute information to *SenderBase* on a remarkable five billion messages per day. The *SenderBase Network* gives system administrators unprecedented real-time visibility into security threats from around the world.

Get the Whole Picture

Breadth of data is key to making accurate decisions about security threats. Looking at a narrow set of data can lead to high false positive rates. For example, volume is a very interesting parameter. High volumes of mail correlate very well with spam. But there are legitimate instances of high volumes, such as senders delivering breaking news alerts. Thus, if volume alone was the metric, many legitimate mail streams would be blocked. However, when volume is examined in addition to other parameters (such as end-user complaint data, zombie characteristics and country of origin), a much more accurate conclusion can be drawn.

SenderBase examines the broadest set of data in the industry, currently examining more than 90 different parameters about email traffic and 40 different parameters about Web traffic. Parameters tracked include global sending volume, complaint levels, “spamtrap” accounts, whether a sender's DNS resolves properly and accepts return mail, country of origin, blacklist



THE REAL DEAL
(CONTINUED)

information, probability that URLs are appearing as part of a spam or virus attack, open proxy status, use of hijacked IP space, valid and invalid recipients, along with others. Never before has it been so easy to distinguish “friend” from “foe” in one place.

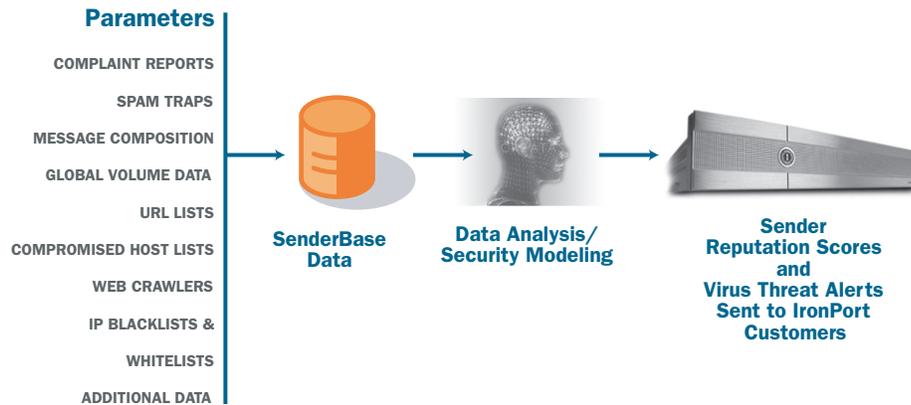
See Figure 1.

Require the Highest Data Quality

IronPort® has more than three years of operational experience managing data quality and integrity. IronPort developed the Data Quality Engine to assess the quality of a given data feed by cross correlating multiple different data streams with known references or benchmarks. By properly weighting the data according to quality, this system allows *SenderBase* to access even “dirty” data streams and still derive some value. In addition, periodic data calibrations and manual spot checks are conducted.

FIGURE 1. WHY SENDERBASE IS CRITICAL

SenderBase Network: 100,000 contributing organizations, 5 billion queries equals unprecedented visibility



SUMMARY

Take control with *SenderBase*, the world's largest email and Web traffic monitoring service. *IronPort's SenderBase Network* provides an unprecedented real-time view into security threats from around the world. With this information, *SenderBase* can be used like a "credit reporting service", providing comprehensive data that ISPs and companies can use to differentiate legitimate senders from spammers and other attackers – giving system administrators the insight to help them make critical security decisions.

CONTACT US

ACT NOW!

Why wait? *SenderBase* is used regularly by over 75,000 system administrators worldwide. In order to bring greater accountability to email, IronPort is committed to keeping *SenderBase* available to the community.

Try it yourself – go to www.SenderBase.org today to learn more about any organization sending email on the Internet! Enterprises looking for more powerful security services to block email and Web-based threats can learn more about the advanced capabilities of IronPort's security appliances at www.ironport.com



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IronPort Systems is the leading email and Web security products provider for organizations ranging from small businesses to the Global 2000. IronPort provides high-performance, easy-to-use, and technically innovative products for those faced with the monumental task of managing and protecting their mission-critical networks from Internet threats.

