



Next Generation Email Security

Jamie de Guerre

Chief Technology Officer, Cloudmark Inc.

Effective Carrier Grade Messaging Security



Leadership:

Anti-Spam, Anti-Phishing, Anti-Virus, Edge Gateway

Key Markets:

Network Operators, Social Networks, Hosting Companies

Market Strength:

850 million mailboxes protected in 190 countries,
180M+ mobile subscribers protected globally

Market Share:

Market leader in messaging security

- 9 of the top 12 North American service providers
- 8 of the top 10 Japanese service providers
- 3 of the top 10 global mobile operators
- 4 top European service providers
- 120+ service providers worldwide

Select Global Service Provider Customers



Cloud Computing and Hosting Companies

- **Allow Web Hosters to offer value added services outside of their own areas of expertise**
 - Cloud Computing enables premium service vendors to make services available for Web Hosters to provide to their customers
- **Why is Cloud Computing important to you?**
 - Low barrier to entry to expand offering with premium services
 - Compete with larger players attempting to own services business
 - Building block services enable Hosting Company to offer differentiated service

Hosting Companies Pain Points with Email

- **Expertise is web hosting, not messaging security**
 - Difficult to provide a premium standard of email security
- **Spam is constantly increasing CAPEX and OPEX**
 - Spam is now over 95% of all email traffic
 - Spam causes unforeseen fire-drills and operational headaches
 - Dissatisfaction with spam contributes to customer churn
- **Current solutions:**
 - Open source: Resource intensive, requires ‘tweaking’ for accuracy
 - Current hosted offerings: Detract from brand, impacts customer relationship
- **Desired solution:**
 - Enable hosting company to provide premium offering & differentiation
 - Allow web hoster to maintain and grow customer relationship
 - Minimal investment with high returns



Announcing: CloudFilter

Cloud-based Email Security for Hosting Companies

Overview

- **Total email security solution**

- Industry leading spam, phishing and virus content filtering
- Highly effective sender reputation and throttling
- Cloudmark expert analysis & operational team dedicated to service

- **Cloud-based solution**

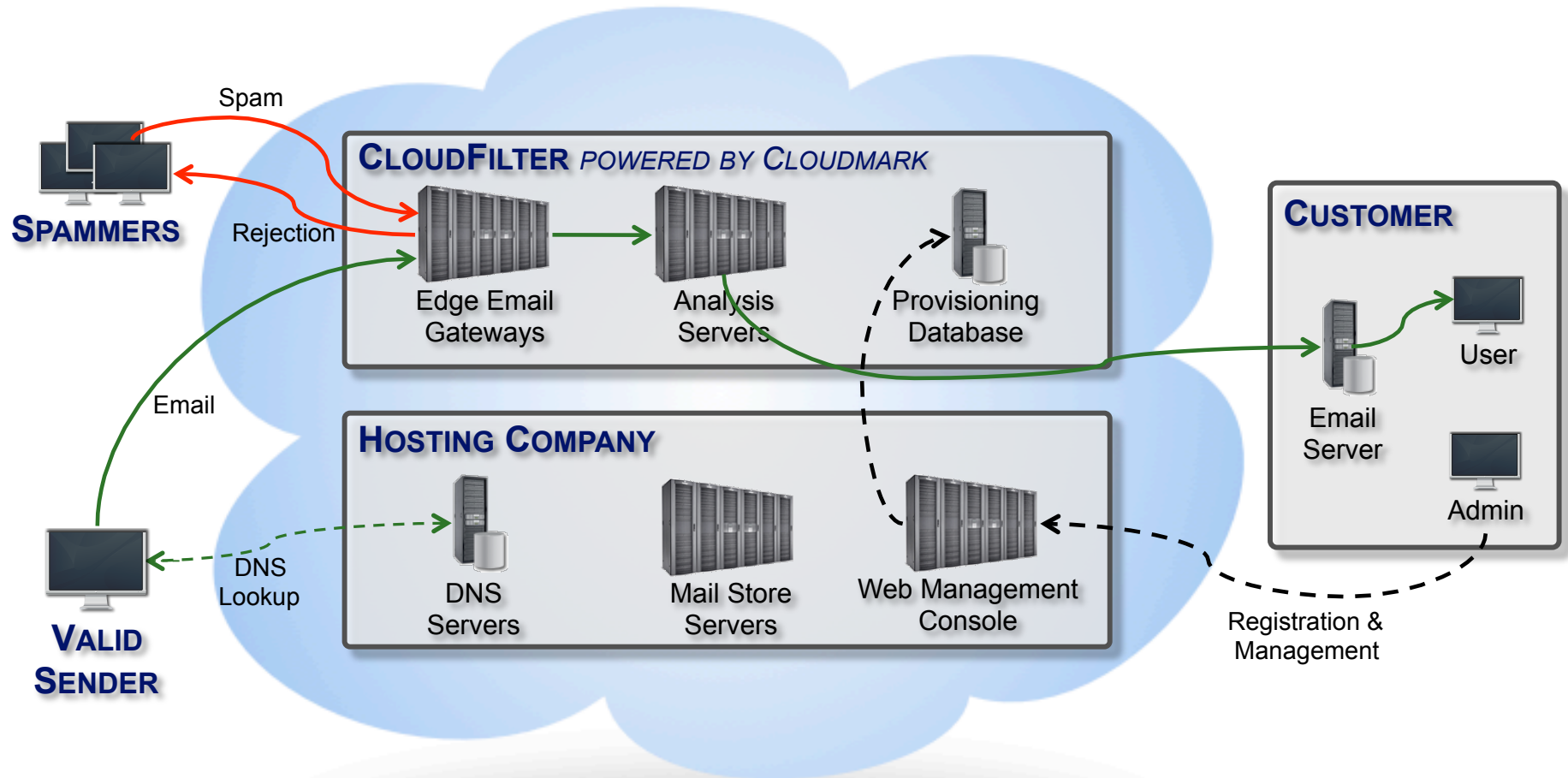
- Customer's MX record set to point to CloudFilter IP space in DNS
- CloudFilter blocks all spam, phishing and virus messages
- On outbound CloudFilter protects customer's brand and reputation

- **Branded, seamless management experience**

- Options for service to be provided as co-branded or white labeled
- Fosters customer relationship by leveraging hosting company's registration, configuration and billing interfaces

- **Designed specifically for Hosting Companies**

CloudFilter Architectural Overview



Summary

- **Provide premium email security to your customers**
 - The world's largest ISPs depend on Cloudmark
 - 99% spam filtering accuracy guarantee
- **Relieve yourself of the burdens of email security**
 - Infrastructure, bandwidth and management time savings
 - No unplanned operational “fire-drills” due to spam attacks
- **Foster your customer relationships**
 - Branded registration, management and billing experience
- **Business model that matches your own**
 - Monthly, per domain pricing—and other flexible options available

Key Takeaways

- **Businesses are moving to Cloud based services**
 - IDC states that over the next 5 years spending on IT cloud services will grow almost 3 fold, reaching \$42B by 2012
 - Major industry players are aiming to dominate Cloud Services market
- **You are uniquely poised to offer cloud services to SMBs**
 - Hosting Companies are the current trusted provider of hosting services to majority of small businesses today
- **Email is a key area for Hosting Companies to provide differentiated value added services**
 - Spam volume is at the core of a customer's email experience
 - Spam is largest contributor to churn for major free email services
- **Cloudmark enables Hosting Companies to deliver premium email security without the costs**