

SENDER AUTHENTICATION BASED ANTI-SPAM TECHNOLOGY

Sendio Anti-Spam I.C.E. Box Network Appliance

In less than 24 hours your company can become 100% Spam Free with 0% false positives and with virtually zero maintenance.

According to Nucleus Research, spam cost U.S. businesses \$87 billion dollars last year. Stopping spam from entering corporate environments is a top priority for executive management. Not only to deal with lost employee productivity, but also to combat the rising use of spam to initiate fraudulent schemes, denial of service attacks, and to spread computer viruses. In some organizations, spam now represents over 80% of the inbound email stream. The correct choice in combating spam can have a dramatic effect on your business and your bottom line.

Robust Enterprise Class Solution

Sendio offers an alternative solution to the current practice of reducing spam by using "filters." Place the I.C.E. Box anywhere in your messaging stream and say goodbye to spam. Sendio delivers an easy to deploy enterprise class appliance that secures your messaging stream by blocking 100% of spam with zero false positives. Designed for quick deployment, the Sendio I.C.E. Box is a high-availability network appliance that scales to handle a virtually unlimited number of email messages per day. The I.C.E. Box combines the security of a hardened Linux kernel with patented Sender Authentication technology to ensure your business enjoys maximum protection from unwanted commercial email. The easy to use browser based interface affords administrators and end-users the ability to precisely control the flow of mail to the inbox.

The Root Cause of Spam

Spammers rule the Internet today because the SMTP email protocol was developed in an era where all senders were trusted. The SMTP protocol makes no provision for authentication of senders, thus opening the door to spam. Other anti-spam companies use complex algorithms (a.k.a. "filters") - that are at best 85% effective - to address the problem. The Sendio I.C.E. Box stops 100% of computer generated spam by implementing next generation, patented, Sender Authentication technology, effectively closing the door on spam immediately.

Filters don't work

The technology of filtering out spam can not possibly keep up with the ever changing nature of spam. Filters guess about the nature of a message based on its

structure and content. This approach creates a game of cat and mouse between spammers and IT professionals attempting to block unwanted commercial email. It is also impossible for a filtering solution to eliminate spam without also occasionally rejecting legitimate email (a false positive). The I.C.E. Box never decides what is spam. It relies on a simple alternative approach which performs a one time Sender Authentication for each email sender. There are no complex algorithms used or reliance upon third parties to determine what is spam. The result is the **complete** elimination of unwanted computer generated email with zero false positives.

Why an Appliance

The Sendio I.C.E. Box is easy to install and maintain, requiring almost zero ongoing administrative support. It integrates with virtually any email system and has the capacity to protect the corporate network at the perimeter. Off-loading spam protection to the I.C.E. Box improves email uptime and extends the life of your current messaging infrastructure. The I.C.E. Box also provides a fault tolerant front end to your mail server - if your mail server goes down the Sendio I.C.E. Box will warehouse email until the mail system comes back on line.

Sender Authentication

Sender authentication addresses the root cause of the problem by ensuring that messages are actually coming from who they say they are from. Legitimate email senders easily gain access to their intended recipients by responding to a one time authentication request and recipients take back control of their inbox as spammers are shut out. IT resources are no longer wasted dealing with spam related issues. Damaging false positives become a thing of the past.

Legitimate computer generated email

Using the browser based interface users and administrators can easily pre-authorize a single contact or an entire address book. There are also many times when a user needs or wants to receive computer generated email messages such as travel confirmations and eNewsletters. These messages are easily whitelisted by the recipient using the browser based interface either before or after initial receipt of the message.

"Sender Authentication is the best solution to the problem of Spam."

***-eWeek
(8 March 2004)***

Sender Authentication is the most cost effective way to stop Spam on the market today.

Virtually maintenance free for both end-users and IT staff.



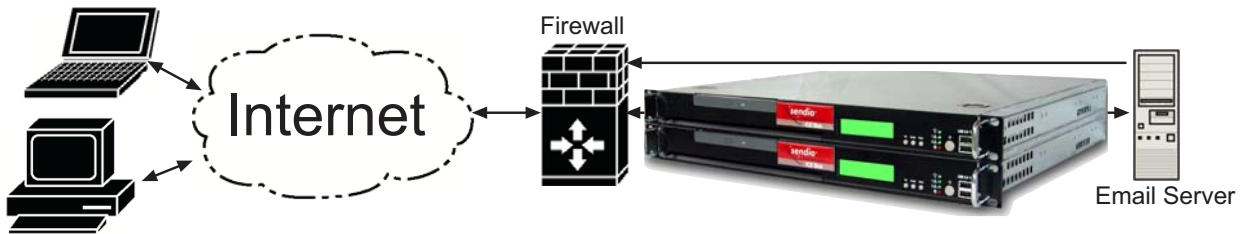
Hardware (per server)

- 1U Rackmount Chassis
- Intel® P4 Processor (Hyper Threaded)
- 1 GB RAM
- 2 x Intel® Gigabit Ethernet ports
- 2 x 120GB SATA Disk Drives
- 250 Watts, 100/240 Volts Power Supply

Front Panel Indicators

- Power Indicator
- Activity Indicator
- Power Button

Standard Deployment



Key Features

System Features

- Eliminates 100% of machine generated spam.
- Processes 15,000+ (10k) messages per hour
- High-availability Cluster of 2 Pentium 4 servers
- 0% False Positives.
- Can process a minimum of 15,000 (10k) messages per hour
- Seamlessly integrates and synchronizes with any LDAP enabled mail server (Microsoft Exchange, Lotus Domino, Groupware, Oracle, etc.)
- System administration (IT) costs are minimal vs. all filter based systems
- No filter rules or algorithms required.
- No quarantine folder.
- Dynamic Whitelisting
- Fault tolerant architecture
- Hardened linux kernel
- Fits in standard rack (2U)
- Multiple domain support
- 30 day, no questions asked, money back guarantee

End-user Interface

- Web based
- Easy address book import
- One button blacklisting and whitelisting
- Whitelist, blacklist, and bypass by email address and domain
- Pending queue



Administrative Interface

- Web Based
- Company-wide whitelist, blacklist, bypass by email address and domain
- Customizable Authentication requests
- Installs in minutes
- Bypass Mode
- Activate by user