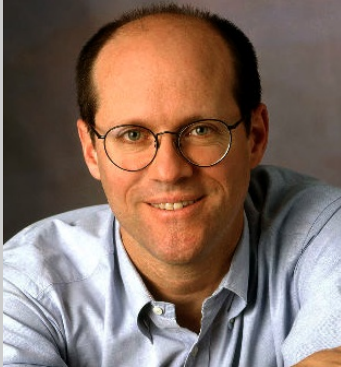


25X Better Spam Protection with Zero Administrative Overhead

Breakthrough innovation stops a growing new spam threat—virtually error-free



“Spammers send me over 2,600 emails daily. Nothing I tried would filter them all out. So I spent five years perfecting a new approach to spam filtering that could tackle the toughest spam problems. Today my Inbox is completely spam-free. The filter is also amazingly accurate at determining which bulk mailings from legitimate companies should be delivered to my Inbox or blocked. That is a huge time saver.”

Abaca CEO, Steve Kirsch

Can you afford to let 1,000 attacks per day inside your network?

Today, spam is more profitable than ever, causing email-based attacks to become much more frequent, sophisticated, and dangerous. However, current spam-filtering systems seldom catch more than 98% of the spam received without causing a large number of false positives.

Conventional spam catch rates are no longer acceptable

This 98% spam block rate means that you are allowing 2% of all email-based threats inside your network. For example, if you have over 2,000 employees, you probably get over 1M messages a day. If only 5% contain links that lead to malware being installed on users' desktops or users' accounts being phished, you are allowing over 1,000 attacks per day to enter your network.

First-generation anti-spam tools leave networks exposed to unacceptable levels of spam email because they focus on content and blacklists. Today's highly motivated spammers quickly learn to circumvent the latest content rules. Abaca does not rely on any of these conventional methods, and can stop virtually all of these email-based threats.

Abaca is different

Abaca's unique approach to spam filtering is based a simple insight: on average, spammers must send to people who get more spam than the average recipient. By looking at *who* a message is sent to, and not *what* is being sent, we can very accurately determine if a message is spam or not.

Abaca looks at who the spammer sends to and not what is being sent. So it cannot be fooled by content.

This approach works amazingly well in practice. Abaca protects over 50 million mailboxes worldwide from spam with an average user-reported error rate of less than one mistake for ever 10,000 emails received. This is between 25 and 100 times better protection than most anti-spam systems on the market.

Since all spam filters make mistakes, it is important that any false positives be easy to find. Abaca makes finding those critical emails easy by sorting the messages in the spam quarantine based upon their likelihood of spam.

Key benefits

- ▶ Delivers accurate, zero hour protection with automatic, real-time reputation updates. No waiting for new rules and no updating signatures
- ▶ Reduces the burden on IT resources: set and forget
- ▶ Content-independent: works in all languages and even with encrypted mail
- ▶ Removes unwanted marketing mail without increasing false positives
- ▶ Green: requires one tenth the CPU cycles of conventional content-based filtering
- ▶ Rated quarantine saves time and reduces the risk of missing an important mail



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