



Company Overview

Cloudmark, Inc. is a global leader in carrier-grade messaging security, delivering the industry's fastest, most comprehensive and most accurate real-time spam, virus and phishing protection for fixed and mobile networks. Cloudmark solutions combine highly sophisticated Advanced Message Fingerprinting™ technology based on innovative, high performance algorithms and a Global Threat Network of trusted reporters in 200 countries to provide security intelligence and filtering at all points in the messaging infrastructure. Cloudmark solutions currently protect more than 300 million mailboxes and more than 100 of the world's largest service provider and mobile operator networks, including nine of the top 10 in North America.

Market Overview

Messaging abuse, such as spam, phishing and viruses, is at an all-time high—unwanted messages now constitute up to 95 percent of all e-mail traffic on the Internet. These abuses have cost and revenue implications for all service providers, as they degrade consumers' Internet experience and drive down customer satisfaction while consuming valuable infrastructure resources and forcing service providers to add storage and messaging server capacity.

Traditional anti-abuse solutions rely on complex and processing-intensive rules or heuristics that delay response to new and emerging threats, as well as pattern detection that actually requires witnessing a certain number of incidents spread before starting to block the threat. Cloudmark solutions combine Advanced Message Fingerprinting algorithms and first response data from a Global Threat Network to continuously block harmful messages and variants in real time and *in any language, format or network*. The result is improved protection against sophisticated Internet or mobile network originated attacks and a real-time, automatic response that narrows a service provider's window of vulnerability and reduces security risks for end users.

Product Overview

Cloudmark harnesses networked collective intelligence to stop messaging attacks and their variants with greater speed, accuracy and performance than traditional rules or heuristics-based solutions. The following technology components work together to ensure high accuracy and the fastest response to new threats:

- **Advanced Message Fingerprinting** algorithms dynamically scan messages against an in-memory cache of verified fingerprints, identifying any new threat (along with all its mutations). Service providers receive a secure local copy of all threat data, which is automatically updated every 45 seconds with fingerprints from new threats. In addition, Cloudmark fingerprinting algorithms are extremely lightweight, each optimized to perform only minimal processing on a message.
- **Cloudmark's Global Threat Network** is the largest, most sophisticated in the industry. It automatically analyzes and corroborates real-time feedback from more than 300 million sources, including global service provider abuse teams, systems administrators, honeypots and reporters in 200 countries. Worldwide feedback together with Cloudmark's unique language-agnostic threat analysis enables Cloudmark to stop spam in all languages, including those using Unicode characters such as Chinese, Japanese and Cyrillic.
- **Cloudmark's Trust Evaluation System.** All feedback is corroborated and analyzed in real time by Cloudmark's Trust Evaluation System (TES), which tracks the reputation of each reporting source in the Global Threat Network. Because trust is earned over time by consistently reporting correct abuse feedback, TES preserves the

integrity of reports and ensures that the system is extremely accurate. In addition, by identifying trusted sources within the network, Cloudmark is able to fully automate the data analysis process. Since feedback is continuously corroborated, any inaccuracies in message classification are corrected in near real time—no other system offers this kind of a constant monitoring and feedback review.

- **Cloudmark Authority** a, carrier-grade solution that blocks both inbound and outbound messaging abuse. Cloudmark Authority combines Advanced Message Fingerprinting with real-time, corroborated feedback from Cloudmark's Global Threat Network to protect service providers and mobile operators with more than 98 percent accuracy.

Cloudmark's unique content- and language-agnostic threat analysis produces message processing that is 20 times faster, 30 percent more accurate and much less CPU-intensive than traditional methods and stops messaging abuse in all formats, including fixed and mobile networks.

Customer Benefits

- **Reduced Costs:** Cloudmark prevents the 90-96 percent of email traffic that is messaging abuse from consuming valuable network and operational resources. Lightweight fingerprinting algorithms enable messages to be scanned at near wire speed with minimal CPU impact. As a result, service providers experience dramatic savings in server, storage and other resources, resulting in millions saved annually in infrastructure and operations costs.
- **Speed of Response:** Cloudmark identifies and filters spam and virus attacks faster than any other messaging security provider, severely limiting the spread of threats across the service provider's subscriber base and driving down customer care costs and churn
- **Increased Subscriber Satisfaction and Retention:** Filtering accuracy and low false positives are key drivers of subscriber satisfaction. Cloudmark's unmatched accuracy significantly lowers customer support costs and reduces subscriber churn.
- **Future-Proof Protection:** Continuous research and innovation by Cloudmark's renowned team of messaging anti-abuse experts ensure that threats are blocked before they emerge. Cloudmark technologies were designed to stay a step ahead of new attack vectors and protect future services.
- **Security and Privacy:** Many service providers have focused solely on strong threat protection, but an ideal anti-abuse solution should combine a high degree of accuracy in filtering threats (*security*) with safeguards to ensure that individual *privacy* and government regulations are respected. Cloudmark solutions were built with user privacy in mind and provide both a high degree of data security while protecting subscriber privacy.

Contact

Cloudmark, Inc.

128 King Street
San Francisco, California 94107
Main: (415) 543-1220

<http://www.cloudmark.com/>

Cloudmark has international offices in London, Tokyo and Hong Kong.