



{ **How many email messages can you really afford to lose?** }

The Sendio™ I.C.E. Box restores email integrity by providing the only 100% effective enterprise anti-spam solution - with zero “false positives”.

The keys to email integrity – eliminate the “guesswork” and include the “human” element:

- There are no “filters” in an I.C.E. Box that try to “guess” whether a message is good or bad
- The I.C.E. Box does not read the actual contents of your email
- There is no junk mail folder to sort through “just in case” a message was filtered incorrectly
- The I.C.E. Box uses Sender Address Verification (SAV) to confirm that messages are from legitimate senders
- SAV never mistakenly blocks valid email (“false positives”)
- First-time senders receive a message confirmation receipt immediately
- Verification is required only once per sender (not per message)
- People you already know are never challenged
- IT staff no longer have to maintain heuristic or Bayesian filter “rules” to keep up with ever-changing spam attacks
- Legitimate machine-generated email, such as a mailing list, is easily authenticated (again, only once) by the user

Spammers are no longer college kids trying to be funny. Today they are international businesses run by professional criminals and scam artists who are trying to either con you directly or attack you indirectly.

The anti-spam filter you implemented a couple of years ago to address an “annoying” problem is now failing because the spammers today are very clever at getting their messages through. But, if you increase the sensitivity of your filter to catch more spam, you dramatically increase the number of legitimate messages that get trapped in the spam filter.

Nucleus Research<sup>1</sup> estimated it cost an additional \$113 per user per year just for employees to hunt for lost emails that had been incorrectly trapped in their anti-spam filters (“false positives”). Brockmann & Company<sup>2</sup> found that 36% of organizations had lost business because an email was not received. And recently, a law firm in Aurora, CO was fined by the district court due to a message lost in a spam filter.<sup>3</sup>

**How is Sendio Different?**

No filters, no “guessing”, no “maybe I will get it...”. The Sendio I.C.E. Box service appliance restores **email integrity** by providing the only 100% effective enterprise anti-spam solution - with **zero false positives**. If the sender is undesirable or the message contains “malware”, it gets blocked. If the sender is someone you want to communicate with, you do. Simple.

With the I.C.E. Box, users can:

- Eliminate 100% of anonymous machine-generated spam
- Block all unwanted “junk” email before it reaches the company email server
- Remove the risk of lost email due to “false positives”
- Safely process millions of messages per day
- Integrate seamlessly with any email server and LDAP environment
- Stop email filter maintenance and monitoring (give IT admins back their day)
- Individually manage contact lists via a Flash-based Web interface

<sup>1</sup> Nucleus Research, Apr 07, Research Note “Spam: The Repeat Offender”  
<sup>2</sup> Brockmann & Company, May 07, “The Problem with Email”  
<sup>3</sup> Yahoo News, 12 July 07, “Overzealous Spam Filter Proves Costly for Lawyers”





Sendio provides **email integrity services** via software and hardware. An I.C.E. Box service appliance is installed at the customer premises, connecting to the network with a standard Ethernet connection. All inbound and outbound email traffic flows through the system, ensuring that only legitimate messages get passed along to the email server and that no “malware” is inadvertently sent out to customers or partners.

The **email integrity services** are licensed on a per-user subscription basis. The “traditional” model allows a customer to purchase the hardware and contract for services on either a 1-, 2- or 3-year term. Alternately, a customer can choose a “Hardware-as-a-Service” (HaaS) model, and include the costs of hardware in either a quarterly or monthly expense payment.

{ **block 100% of spam, zero false positives, no kidding** }

**What is Sender Address Verification (SAV)?**

Trying to decipher legitimate email from unwanted spam through filtering can never be 100% effective because a filter does not understand message context. In contrast, SAV technology authenticates the sender, not the message. An unknown sender is “challenged” to verify that they are not simply a spam system by replying to a brief message. Providing this authentication gives the sender confidence that their messages will not get lost in a spam filter.

Sendio is the only enterprise-class tool that uses SAV.

*Kaspersky Anti-Virus Engine*

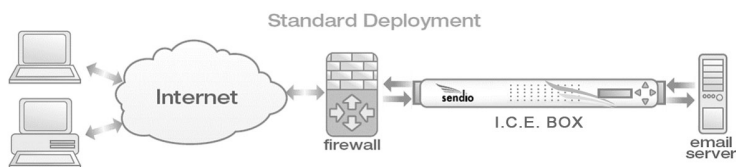
The Sendio I.C.E. Box utilizes an enhanced anti-virus engine licensed from Kaspersky Lab, which is known for being one of the fastest at responding to new outbreaks. The engine also provides protection from spyware, worms, Trojans, Adware and hacker attacks.

*Message Preview*

Administrators can enforce a company compliance policy by disallowing users from viewing message content until processed by the MTA.

*Outbound Management*

Outbound management automatically adds the people a user sends email to into that user’s accept-list. These recipients are notified that they have been put on the sender’s accept-list for future messaging interaction. In addition, Administrators can control attachment types, message size, and numbers of recipients on all outbound messages.



**Hardware**

- 1U rack-mountable server
- Intel® Core™2 Duo processor
- 1 GB RAM
- (2) Intel® Gigabit Ethernet ports
- (2) 250GB SATA disk drives in a RAID1 configuration
- Optional clustering

**Software**

- High security Linux kernel
- Flash-based Web user interfaces
- Secure configuration utility
- Auto-update facility

**eMail Integrity Services Features**

*Attachment Management*

Administrators can implement policies for attachment handling on both inbound and outbound messages. Messages can be allowed, held or denied based on the attachment type. Denied or held messages are listed in the message queue. Administrators can also manually override policy holds on messages.

*Contact Import and Export*

Users or Administrators can import and export their contact lists in a CSV format.

*SilverListing*

A highly optimized form of “gray listing” which substantially decreases the amount of Internet bandwidth stolen by spam, and minimizes the number of SAV messages sent.

*Zero-Hour*

The Sendio suite of anti-virus services now includes Zero-Hour protection. This helps protect enterprise customers from attacks during the first few hours of a new virus outbreak when the environment is most vulnerable and prior to the AV signature update.