

ABOUT CLOUDMARK

Cloudmark, Inc. is a global leader in carrier-grade messaging infrastructure and security solutions, delivering the industry's fastest, most accurate and most scalable messaging platform for fixed, mobile and social networks. The Cloudmark suite of carrier-grade solutions simplifies and advances the management of messaging abuse, increasing network utilization and reducing infrastructure costs. Cloudmark solutions protect more than 1.8 billion subscribers for the world's largest carrier networks. Cloudmark is a privately held organization, with headquarters in San Francisco and offices in London, Paris, Tokyo, and Singapore.

MARKET OVERVIEW

Messaging abuse, such as spam, phishing and viruses, continues to evolve in sophistication as spammers aggressively try to out-manuever spam filters. Unwanted messages constitute up to 95 percent or more, of all email traffic on the Internet and have cost and revenue implications for all service providers. Messaging abuse continues to drive down customer satisfaction and consume valuable resources, including storage, bandwidth and messaging server capacity in fixed, mobile and social networks.

PATENTED TECHNOLOGY

Advanced Message Fingerprinting algorithms are targeted at specific abuse techniques, such as image spam, landing URLs, virus binaries, etc. As messages come into the service provider environment, Cloudmark's algorithms are run across each message and relevant aspects of the message are fingerprinted. These fingerprints are compared against an in-memory cache of verified threat fingerprints to see if there is a match—if so, messages are blocked. This approach is orders of magnitude more resource efficient than rules-based solutions. It also contributes to much faster response times to mutated threats as "spammy" attributes of the messages have been fingerprinted, any variant of that attack will be automatically detected and blocked.

Cloudmark's Global Threat Network is the largest, most sophisticated in the industry. It automatically analyzes and corroborates real-time feedback from more than one billion sources, including service provider abuse teams, systems administrators, honeypots and end users around the world. Worldwide feedback together with Cloudmark's unique language-agnostic threat analysis enables Cloudmark to stop spam in all languages, including those using double-byte characters such as Chinese, Japanese and Korean.

Cloudmark's Trust Evaluation System® corroborates and analyzes feedback in real time, and tracks the reputation of each reporting source in the Global Threat Network. Because trust is earned over time by consistently reporting correct abuse feedback, Cloudmark's Trust Evaluation System preserves the integrity of reports and ensures the accuracy of the system. 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 constant monitoring and feedback review process.

Cloudmark's unique content-agnostic threat analysis enables message processing that is up to 20 times faster and 30 percent more accurate than competitive solutions.

The industry's most efficient messaging infrastructure and security solution provides:

CARRIER BENEFITS

Reduced Costs and Increased Capital Equipment Utilization: Cloudmark prevents the 95+ percent of email traffic that is messaging abuse from consuming valuable network and operational resources. Light-touch fingerprinting technology enables messages to be scanned at near wire speed with minimal CPU impact. As a result, service providers experience dramatic savings in server, storage, administrative and other resources, resulting in millions saved annually in infrastructure and operations costs.

Enhanced Revenue Stream: Not only do unsolicited and malicious messages have an adverse impact on operator infrastructure costs, messaging abuse also has a significant impact on operator services. Cloudmark solutions keep networks free from messaging abuse and threats for the enablement of legitimate value added services.

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 security experts together with the inherent flexibility of Cloudmark's architecture ensure that carrier networks and their subscribers are protected against the latest messaging threats. Cloudmark technologies are designed to stay a step ahead of new attack vectors and protect future services.

Security and Privacy: Many carrier networks 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.

CUSTOMERS AND PARTNERS

Cloudmark solutions protect more than 1.8 billion subscribers for the world's largest carrier networks, including AT&T, Comcast, MySpace, NTT, Swisscom and Time Warner Cable. Messaging technology leaders such as Openwave, Sendmail, Airwide, Acision and others have partnered with Cloudmark to deploy end-to-end messaging security solutions in carrier network environments.

INDUSTRY ALLIANCES

Cloudmark is an active member of the GSM Association (GSMA), Messaging Anti-Abuse Work Group (MAAWG), CTIA - The Wireless Association®, Anti-Phishing Working Group (APWG), the Global IT Association for Telecommunications (ETIS), the Association of the German Internet Industry (ECO), and Open Mobile Alliance (OMA).