

Had Enough SPAM?
Eliminate it for good!



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I'll tell you about the setting you can make to your own computer to guarantee, absolutely for free, that you never, ever get another SPAM message!

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Definition

- SPAM: All unsolicited commercial email (UCE) and unsolicited bulk email (UBE) that a recipient does not want to receive.
- "Spam accounts for 45% of all e-mails, or around 15 billion messages every day, and costs business world-wide a total of \$20 billion a year in lost productivity and technology expenses, according to the Radicati Group, a market research firm in Palo Alto, CA. The firm predicts the number of daily spams will rise to more than 50 billion by 2007, and costs will reach almost \$200 billion per year."
-Wall Street Journal

Status	Message Log	Spam Scoring	Virus Checking
Quarantine	IP Configuration	Administration	Bayesian/Fingerprinting

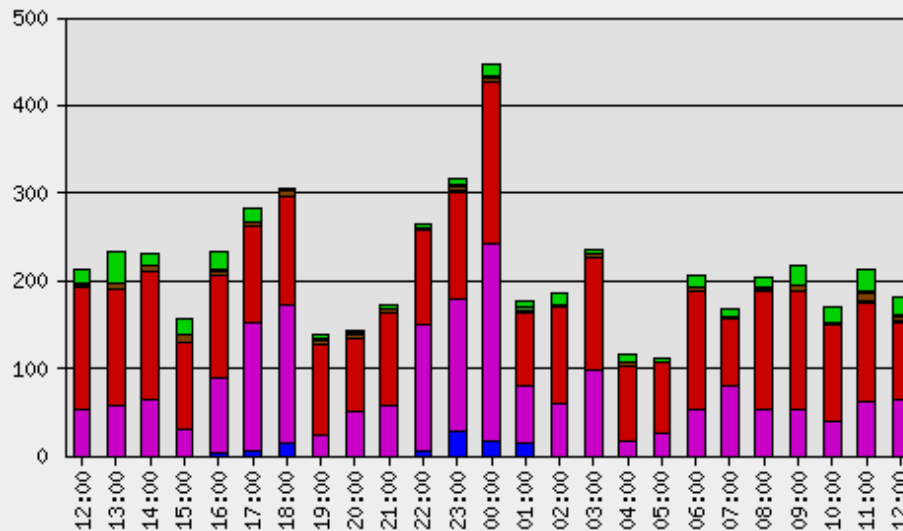
Email Statistics ?

	Total	Today	This Hour
Blocked	716108	1966	153
Blocked: Virus	3038	5	1
Quarantined	8627	40	5
Allowed: Tagged	11839	18	2
Allowed	95979	155	20
Total Received	835591	2184	181

Performance Statistics ?

Average Latency: 5 seconds
 Last Message: 2 minutes ago
 Unique Recipients: 42
 CPU Fan Speed: 6887 RPM
 System Fan Speed: 3924 RPM
 CPU Temperature: +38°C
 Firmware Storage: 48%
 Mail/Log Storage: 4%

Hourly Mail Statistics ?



- Blocked: Rate Control
- Blocked: Bad Recipient
- Blocked: Spam
- Blocked: Virus
- Quarantined
- Allowed: Tagged
- Allowed

11.4% Real Mail

The Core Problem:

- What qualifies as SPAM?
- Spam is an issue about consent, not content. Whether the message is an ad, a scam, porn, a begging letter or an offer of a free lunch, the content is irrelevant - if the message was sent unsolicited and in bulk then the message is spam.
- One person's SPAM is another person's treasured email...

So... Who's Right?

- If one person's SPAM is another person's treasured email, who decides what gets stopped and what gets through?
- Each organization must decide on its own, what email it will allow in.
- The email system belongs to the organization, so what qualifies as SPAM for your organization may not qualify as SPAM for another organization.

Does my organization have a SPAM problem?

- How much is a lot?
 - A Lot: 300 or more messages per person per day. (not unusually high...)
 - A Little: 0 to 12 or 15 messages per inbox per day.
- How do you classify between 15 and 300-a-day? Depends... This is not an exact science.

Do you want to stop it?

- If you've decided to put a stop to SPAM in your workplace, you have some choices!

You can stop it:

- At the edge of the corporate network
- On a Per-User / Per-Machine basis

At the network edge

- Traditional Firewall
- IDS
- Filtering Software
- SPAM Firewall



On a Per-User Basis

- Filtering Software
- Politically Correct Software



What are all these options?

- Traditional Firewall
 - Hardware device that can be programmed manually to block mail from certain senders or domains.
 - Effectiveness: Approaching 100% for domains that are blocked.
 - Cost: Starts around \$800.00
 - Method: Blocks messages from specific senders or domains.
 - Advantages, Disadvantages, and Gotcha's

What are all these options?

■ Intrusion Detection System

- Uses complex artificial intelligence to identify and minimize SPAM, virus and worm activity, and other sorts of what we'll call Cyber Terrorism
- Effectiveness: Very High in almost all cases
- Cost: Starts around \$2,000.00
- Method: "Intelligent" protection from SPAM, Viruses, hacker attacks, and Adware
- Advantages, Disadvantages, and Gotcha's

What are all these options?

■ Filtering Software

- "Trainable" program that runs on a server or a process that sees all the inbound email before it gets to your email server.
- Effectiveness: Very High in cases of 0 to 12 or 15 messages per in-box per day. Decreasing in effectiveness as volume of SPAM mounts. Practically ineffective in cases where number of SPAMs per in-box per day exceeds 25 to 50 or more.
- Cost: <\$20.00 per user
- On an individual basis, users can "click-and-drag" groups of emails or individual emails into "White" or "Black" -listed folders. The program checks the sender ID of each in-bound email, and if it is not blacklisted, it is allowed into the in-box. Items from blacklisted senders never appear in the in-box. The program attempts to identify items which it "thinks" are SPAM, and it places them in a Quarantine folder which the user must check regularly and either delete, white-list, or blacklist the items in the quarantine.
- Advantages, Disadvantages, and Gotcha's
 - Advantages: Relatively low cost, low learning curve for users, 100% effective at blocking emails from blacklisted senders.
 - Disadvantages: Diligence is required on the user's part to keep the blacklist up-to-date. Desired email can easily be blocked by accident. The Blacklist folder gets ponderously large when there is a lot of SPAM, Programs like this take power away from your servers and workstations because they are working extra hard to classify email as it arrives, first at the server, and later at the workstation.
 - Gotcha's: SPAMMERS own this program, and they easily get around the blacklist by constantly changing their sender ID, spamming from Hotel Rooms, changing ISPs, and the like.

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What are all these options?

■ SPAM Firewall

- Hardware device that uses a number of different methods simultaneously to minimize SPAM. It also reports to you on how well it's doing.
- Effectiveness: Very High regardless of amount of SPAM. Accuracy and effectiveness constantly increasing.
- Cost: \$1,700.00 to \$2,400.00 depending on user count and number of messages.
- Automatically Downloads lists every 24 hours of known spammers and blocks all email from these sources.
 - Manual tuning by the network administrator can block all mail addressed to users who no longer exist on the system.
 - Bayesian logic: With the administrator's help, the SPAM firewall gradually "learns" what your organization considers to be SPAM. It gets better and better at identifying and blocking SPAM before it even hits your network.
 - Individual end-user quarantines: End-users can be given some control over what they consider SPAM.
 - Automatically downloads lists of known email viruses every 24 hours. Email messages from any source that are carrying a known virus are not allowed in.
- Advantages, Disadvantages, and Gotcha's
 - Advantages: ROI is almost immediate in cases where there is a lot of SPAM, usually within a week or so.
 - Disadvantages: Slightly more complex than the software filtering methods. Web interface for configurations.
 - Gotcha's: Wanted email could be automatically identified by the device as SPAM. You need to let the people who send you mail know before you implement a system like this.

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<input type="checkbox"/>	N/A	No	09/22 11:44	lott_bp@china...	ba0e7f5201ec2...		Blocked	Invalid Recip...		unknown[211.187...
<input type="checkbox"/>	N/A	N/A	09/22 11:43				Blocked	External Blac...		cpe006097098920
<input type="checkbox"/>	N/A	N/A	09/22 11:43				Blocked	External Blac...		210-85-101-80.c...
<input type="checkbox"/>	UNKNOWN	No	09/22 11:43	swnjphr@spray...	brian@pcguru....	get well fast	Blocked	Spam	13.4	unknown[61.80.1...
<input type="checkbox"/>	N/A	N/A	09/22 11:43				Blocked	External Blac...		du.goldenrodpre...
<input type="checkbox"/>	UNKNOWN	No	09/22 11:42	Mary@law-amdz...	Brian@acendex...	RE: Wednesday test restore	Allowed	Whitelist Sender		adsl-69-210-216...
<input type="checkbox"/>	UNKNOWN	No	09/22 11:39	annuncio_boun...	marie@acendex...	[BULK] Deliver big savings on De...	Quarantined	Body (%)	4.9	ausa60pc101amer.
<input type="checkbox"/>	N/A	No	09/22 11:39	listmanager@i...	chris@pcguru.com		Blocked	Recipient		unknown[12.152....
<input type="checkbox"/>	N/A	N/A	09/22 11:38				Blocked	External Blac...		yahoobb22004920.
<input type="checkbox"/>	N/A	N/A	09/22 11:38				Blocked	External Blac...		unknown[61.39.5...
<input type="checkbox"/>	N/A	N/A	09/22 11:38				Blocked	External Blac...		34.89.233.64.tr...
<input type="checkbox"/>	N/A	N/A	09/22 11:38				Blocked	External Blac...		yahoobb22004711.
<input type="checkbox"/>	N/A	No	09/22 11:38	smtp2001soho@...	fernandomori@...		Blocked	Invalid Domai...		unknown[61.249....
<input type="checkbox"/>	N/A	No	09/22 11:37	francesgregor...	ben@pcguru.com		Blocked	Recipient		unknown[211.187...
<input type="checkbox"/>	N/A	No	09/22 11:37	rosa_hughespo...	ben@pcguru.com		Blocked	Recipient		unknown[61.99.1...
<input type="checkbox"/>	N/A	No	09/22 11:37	galedickenszy...	ben@pcguru.com		Blocked	Recipient		unknown[61.99.1...
<input type="checkbox"/>	N/A	No	09/22 11:37	trishaoverton...	ben@pcguru.com		Blocked	Recipient		unknown[218.51....
<input type="checkbox"/>	N/A	No	09/22 11:37	d_r_mayes_ur@...	ben@pcguru.com		Blocked	Recipient		unknown[211.215...
<input type="checkbox"/>	N/A	N/A	09/22 11:37				Blocked	External Blac...		unknown[211.213...
<input type="checkbox"/>	N/A	No	09/22 11:37	charlotteeste...	ben@pcguru.com		Blocked	Recipient		unknown[211.59....
<input type="checkbox"/>	N/A	No	09/22 11:37	abeochoaib@ax...	ben@pcguru.com		Blocked	Recipient		unknown[210.205...
<input type="checkbox"/>	N/A	No	09/22 11:37	nzunahmtasze@...	networksthatw...		Blocked	Recipient		unknown[62.193....
<input type="checkbox"/>	N/A	N/A	09/22 11:36				Blocked	External Blac...		s01060020ed303a
<input type="checkbox"/>	N/A	No	09/22 11:36	tatum_pf@cesm...	ben@pcguru.com		Blocked	Recipient		unknown[211.200...
<input type="checkbox"/>	N/A	N/A	09/22 11:36				Blocked	External Blac...		smtp121.imgmail...
<input type="checkbox"/>	N/A	N/A	09/22 11:36				Blocked	External Blac...		unknown[64.86.1...
<input type="checkbox"/>	N/A	N/A	09/22 11:35				Blocked	External Blac...		smtp113.imgmail...
<input type="checkbox"/>	N/A	N/A	09/22 11:33				Blocked	External Blac...		unknown[218.232...
<input type="checkbox"/>	UNKNOWN	No	09/22 11:33	Ryan@MasterCo...	Jonathan@acen...	RE: Bruce Jentner address for Po...	Allowed		1.2	mail2.ldmi.net[...
<input type="checkbox"/>	N/A	No	09/22 11:33	berthawalkerw...	lora@pcguru.c...		Blocked	Recipient		unknown[210.106...
<input type="checkbox"/>	UNKNOWN	No	09/22 11:33	fxqggc@dnsiaf...	mary@pcguru.com	FREE Satellite TV + FREE DVRs + ...	Quarantined	Body (\\\$\\d+)	8.9	hosting.tvsatbg...
<input type="checkbox"/>	N/A	No	09/22 11:33	mark@pcguru.com	stev@pcguru.com		Blocked	Recipient		unknown[212.156...

What are all these options?

■ Politically Correct Software

- These are programs that don't stop the SPAM from entering your in-box...but when SPAM arrives, and you designate an item as SPAM, the program writes letters of complaint to the sender, the ISP, and Internic requesting that the sender stop spamming.
- Effectiveness: Very Low in cases where there are more than 0 to 12 or 15 messages per in-box per day.
- Cost: <\$30.00 per user
- Method: End-User manually identifies each SPAM message, then the program automatically files the appropriate forms to get the spammer blackballed on the Internet. Good idea, highly ineffective against professionals or high volumes of SPAM.
- Advantages, Disadvantages, and Gotcha's
 - Advantages: Low cost, end user makes the decision, polite way to reprimand spammers. Highly effective against individual spammers and hackers.
 - Disadvantages: Almost completely ineffective against even moderate amounts of SPAM and professional spammers. Puts quite a lot of pressure on the workstation PC as it checks incoming email, and then builds and sends out the politically correct responses to each SPAM.
 - Gotcha's: Don't get your hopes up. It just doesn't work if you get more than a few spam messages a day.

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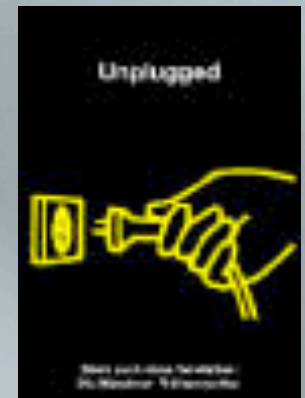
What are all these options?

■ Disconnect the Internet!

- Effectiveness: 100%
- Cost: \$0.00
- Method: Unplug it!
- Advantages, disadvantages, and Gotcha's
 - Advantages: You will get absolutely no SPAM. At all. This method is completely free, requires no maintenance, setup, implementation or training costs.
 - Disadvantages: You will not get any email.
 - Gotcha's: See Disadvantages above...



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So many options. What works?

Hardware devices are the most sophisticated, and the most effective. They combine the benefits of software packages with the efficiency of manufacturer updates and remote service, in a special-purpose device.

How much do they cost and where do you get them?

Barracuda: \$1,399.00 to \$3,999.00

Symantec Gateway Security Device:
Around \$550.00 to around \$2,000.00

Things you can do today:

There are things you can do today to help stop SPAM before it starts, and prevent it from getting any worse.

Never have your email address on your website. If it is, present it as a graphic so the crawlers don't pick it up.

Never fill out online questionnaires that require you to give away your email address.

Never click those links that say they're going to take you off a SPAM list.

For online transactions, use an email account that is not for your work, like AOL or Hotmail

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What about Spy-Ware?

Spy-Ware is not really SPAM, but it is an increasingly huge problem for users who browse the internet, and for the shareholders of companies whose machines are crawling because they're running extra processes that do not benefit the business, and interfere with production.

Stop Spy-Ware!

Fortunately, there are several free, or low-cost solutions you can use:

Ad-Aware from <http://www.lavasoftusa.com>

Spybot from

<http://www.safer-networking.org/en/index.html>

Microsoft Anti-Spyware from

<http://www.microsoft.com/downloads/>

There are many others you can find online, but beware the wolf in sheep's clothing. Some programs block certain spy-ware and allow others!

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Stop Spy-Ware!

The best way we know of right now is not free, but it's highly effective:

Symantec Software for Viruses and Adware: Around \$70.00 per User per Year.

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Questions???



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