

CLOUDMARK ADVANTAGE

Fastest Response to Advanced Threats

Cloudmark Authority® anti-virus solution stops virus threats prior to mass propagation, with a response time of minutes versus hours or days. Cloudmark Authority does not require manual intervention or endless rules-writing, but instead works in an automated fashion: virus samples are collected and isolated by Cloudmark Global Threat Network™ reporters typically within seconds of an attack.

Most Accurate Protection

Cloudmark's anti virus solution precisely blocks only actual viruses. Traditional anti-virus systems can quarantine or discard legitimate emails due to imprecise heuristics. Cloudmark Authority uses a combination of patented fingerprinting algorithms and real-time corroborated feedback from millions of trusted reporters to instantly sort out messages containing viruses without delaying legitimate messages.

Infrastructure and Operational Efficiency

Traditional anti-virus solutions are computationally-intensive, requiring examining each piece of content with tens of thousands of rules. As a result, more and more hardware is required as messaging threats continue to grow. This load is further compounded as additional subscribers enter the system. Cloudmark Authority anti-virus solution, on the other hand, scans messages against a local cache of threat fingerprints – a high-performance approach that reduces CPU utilization by up to 90%. Cloudmark Authority provides comprehensive messaging abuse protection while minimizing infrastructure and operational costs.

Complete zero hour protection against all forms of email-borne viruses

For years, virus evolution followed a traditional pattern and traditional anti-virus technologies were generally effective at protecting against attacks. Then, zero-hour and blended threats started to appear. These modern day threats are highly polymorphic and adapt quickly to evade virus definitions and elude traditional filters. The impact of these threats is significant as they can rapidly proliferate to millions of subscribers, causing a deluge of customer support calls and complaints to service providers. To address the ramifications of such attacks, service providers must seek a proactive solution that detects and eliminates a virus before it begins to propagate across the network.

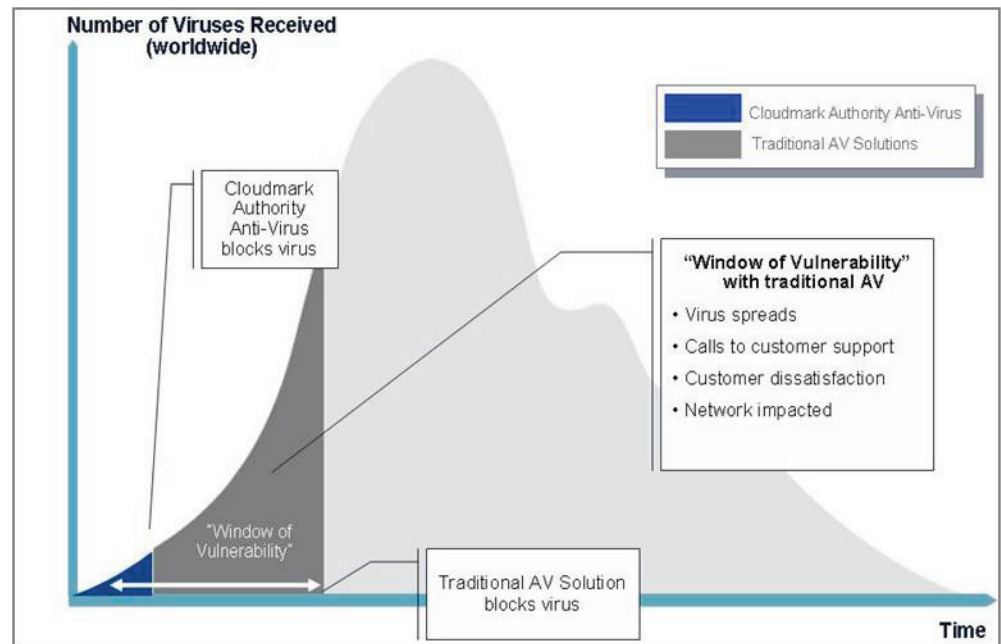


Figure 1: Cloudmark Authority anti-virus solution stops viruses before traditional anti-virus products, significantly narrowing service provider's "window of vulnerability"

ZERO HOUR DETECTION AND PROTECTION FROM THE MOST COMPLEX THREATS

Cloudmark Authority® anti-virus solution delivers zero-hour detection and effectively stops email borne threats from damaging service provider networks, translating to higher customer satisfaction and lower cost to serve.

The latest trend in email attacks are blended threats or "malware mashup" attacks, where attackers blend traditional attack classes together to compromise subscriber computers. While the blending of multiple threats together is not a new concept, the current combination of spam and viruses for the purpose of creating zombies is relatively new. With these attacks, rather than attaching malware to an email directly, malware authors have embedded links in an informative or advertising email. Recipients are then instructed to follow a link to an official-looking website that hosts a piece of malware.

Since the actual messages do not contain malware, traditional anti-virus solutions often overlook these blended attacks, assuming anti-spam solutions will catch them. However, most spam filters are not capable of catching these highly mutable threats because they do not follow the recurrent, mass-email tactics commonly found in spam. Instead, they tend to be transient, highly variable and targeted. As a result, these attacks successfully evade both traditional anti-virus and traditional anti-spam filters.

KEY FEATURES AND BENEFITS

Automated Response and Updates

Cloudmark Authority anti-virus avoids the latency created by traditional anti-virus solutions that require manual intervention and analysis. Customers also benefit from the most up-to-date protection as Cloudmark's database of virus fingerprints are automatically updated every minute by feedback from the Cloudmark Global Threat Network around the clock, 365 days a year.

Fingerprinting for Windows Binaries

Cloudmark Authority anti-virus solution includes a new fingerprinting algorithm specifically targeted at Windows executables and ZIP files. Cloudmark offers the broadest protection against all forms of email-borne viruses.

Resistant to Virus Polymorphism

Cloudmark Advanced Message Fingerprinting algorithms are resistant to changes in content, code, image, URL, sender, and other message variables. Cloudmark is thus able to detect and block mutated viruses in real time – without the need for reporting.

Comprehensive Email Security Solution

Cloudmark offers a single solution for all messaging abuse: spam, phishing and viruses. This translates to a lower system Total Cost of Ownership as there's no need to integrate, host or maintain a separate anti-virus solution.

For more information visit us at
www.cloudmark.com

Cloudmark Authority anti-virus solution, on the other hand, is particularly adept at catching highly-targeted attacks since it does not rely on error-prone detection techniques, such as volume-based metrics, to determine if an attack is in progress. Cloudmark's anti-virus solution is uniquely able to detect blended threats and their mutations using a combination of the Global Threat Network™ and Advanced Message Fingerprinting™ algorithms. This combination provides an automated response system backed by a global network of reporters contributing real-time, corroborated feedback and a set of comprehensive fingerprinting algorithms to protect networks during the critical zero-hour timeframe.

CLOUDMARK AUTHORITY ANTI-VIRUS SOLUTION – SUPERIOR PROTECTION AGAINST OUTBREAKS

Cloudmark Authority anti-virus solution delivers superior performance over other anti-virus solutions. During a recent virus outbreak, Cloudmark Authority anti-virus solution provided superior virus protection during the initial stages of the outbreak. In contrast, as shown in figure 2, by the time the other solution began detecting the viruses, the outbreak was essentially complete and had propagated throughout the network.

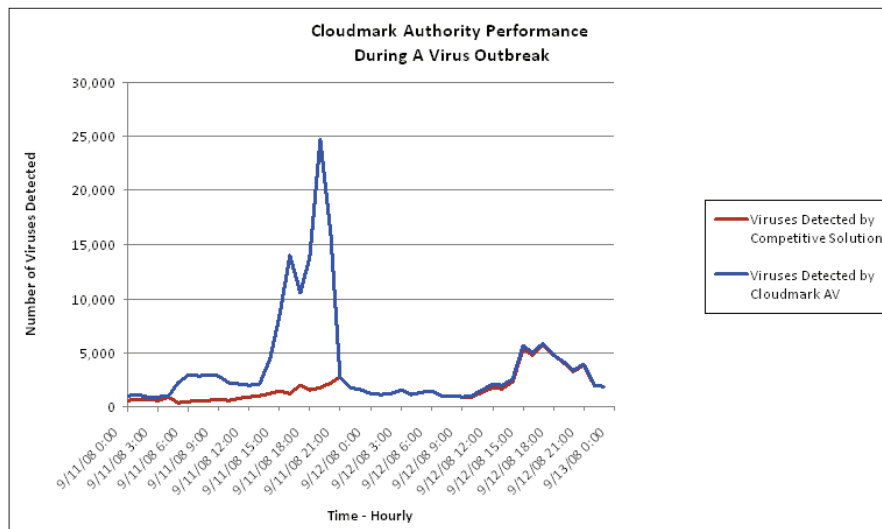


Figure 2

Service providers choose the Cloudmark Authority anti-virus solution because it effectively detects and eliminates sophisticated virus attacks in real time, preventing damage to the service provider network.

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