

## FEATURES AND BENEFITS

### Industry Leading Accuracy – Guaranteed.

Cloudmark leverages its existing technology to ensure that CloudFilter solutions deliver industry-leading accuracy. The CloudFilter solution provides a 99% accuracy guarantee\* for its customers. This performance promise is made possible through Cloudmark's unparalleled performance against spam and virus outbreaks around the world.

### Infinite Scalability

The CloudFilter solution, architected to ensure that customers never have to worry about scalability, is capable of accommodating the largest and fastest-growing companies in the world. Deployments are fast and easy, requiring very little setup cost and near-zero ongoing management. In addition, Cloudmark constantly updates the service with the latest innovations in messaging security, making certain that customers are always on the latest-greatest technology platform.

### Low Cost of Entry

The CloudFilter solution is delivered as a service, freeing up valuable hardware resources previously dedicated to messaging security and completely unburdening operational staff from the task of dealing with spam and other malicious threats.

### Simple Pricing

Pricing for the CloudFilter solution is designed to align with Web Hosters business models, helping to further ensure seamless integration into existing environments.

### Maximum Returns

The CloudFilter solution delivers industry leading accuracy with a low cost of entry. Web hosting providers benefit from operational and capital efficiencies, enabling them to focus on growing their business.

\*99% accuracy guaranteed, as measured by Cloudmark's CNFS™ reporting system, subject to certain limitations. See Terms and Conditions of Use.

[www.cloudmark.com/cf-guarantee](http://www.cloudmark.com/cf-guarantee)

## Next Generation Email Security – In the Cloud

Web hosting companies rely on value added services as an incremental revenue source to their core business; these services often differentiate companies and position them as an integral component to their customers' business. Because businesses view email as a mission critical application, email hosting has emerged as the number one value-added service for web hosting companies. However, spam causes email management to be unpredictable and uncontrollable, requiring incremental capital and operational costs, often yielding a limited return on investment.

CloudFilter™ for Web hosting providers, powered by Cloudmark®, the leader in messaging security, is a cloud-based email security offering that enables web hosting companies to deliver a value-added service to their customers without the current infrastructure and administrative burden of managing security themselves.

### INDUSTRY LEADING PROTECTION

CloudFilter™ combines all of the cost and management benefits of cloud computing-based services with industry leading performance and accuracy from Cloudmark.

Backed by a unique and powerful combination of Advanced Message Fingerprinting™ technology and real-time feedback from the Cloudmark Global Threat Network™ system, the CloudFilter solutions combine all components of Cloudmark's messaging security suite to rapidly detect even the most advanced messaging threats, including mutating spam and phishing attacks. Today, Cloudmark currently protects more than 850 million users around the globe, comprised of over 100 ISPs, social networking and mobile operating providers worldwide.

### DESIGNED FOR THE WEB HOSTING PROVIDER

The CloudFilter solution was architected to meet web hosting providers' needs, from the delivery model and features, to the pricing model. With the CloudFilter solution, web hosting providers receive carrier grade messaging security without the associated costs. The CloudFilter solution fully utilizes technology from its carrier grade protocol, IP reputation and content filtering products, Cloudmark Gateway™, Cloudmark Sender Intelligence™, and Cloudmark Authority®, to detect and eliminate over 99% of incoming spam. With CloudFilter, companies receive a clean and manageable stream of email while gaining operational and capital savings from reduced bandwidth utilization and lower hardware costs. The CloudFilter solution enables Web hosters to deliver a value-added service to their customers that leverages the hosters' existing user interfaces. This continuity fosters and strengthens the customer experience, driving customer retention. Additionally, pricing for the CloudFilter solution is designed to align with business models of Web hosting providers, helping further ensure seamless integration into existing environments.

### HOW IT WORKS

Customers sign up and purchase the service through the hosting company's interface, which then automatically provisions the customer's MX records to point to the CloudFilter IP space. This causes all email destined to the customer to route through the CloudFilter environment, which filters unwanted email and delivers legitimate mail to the customer's mail server. Configuration changes made within the hosting company's interface are automatically synchronized to the CloudFilter solution at regular intervals, uniquely affecting the filtering policy for each domain.

The CloudFilter solution leverages a highly tuned set of mail flow policies, Cloudmark's industry leading IP reputation service—Cloudmark Sender Intelligence™ and content filtering solution—Cloudmark Authority® to significantly reduce the number of messages that are relayed to the customer messaging system. This includes filtration of all spam, phishing and virus messages.

#### ABOUT CLOUDMARK

Cloudmark®, Inc., the global leader in carrier-grade messaging security, delivers the industry's most accurate, comprehensive and high performance spam, virus and phishing protection. Cloudmark's patented solutions for mobile, fixed and social networks combine Advanced Message Fingerprinting technology and real-time feedback from its Global Threat Network of trusted reporters in 190 countries to provide filtering and security intelligence at all points of the messaging infrastructure. Cloudmark currently protects more than 850 million mailboxes and is deployed at over 100 ISPs, mobile operators and hosting providers around the world.

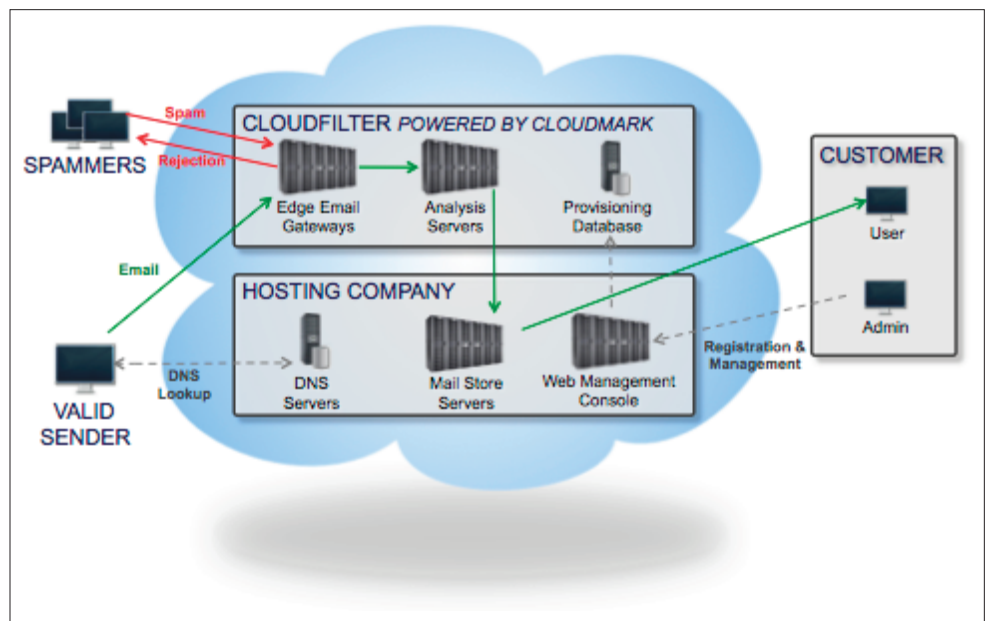
#### TECHNICAL DETAILS

##### INBOUND EMAIL FILTERING SETTINGS:

- Downstream relay host(s) where cleaned mail stream is to be delivered
- Spam action (reject, delete, X-header insertion, "Subject:" line insertion, route to remote quarantine)
- Virus action (reject, delete, replace message body with notification message, route to remote quarantine)
- Route to Archive action (BCC to remote email archiving host)
- Blacklist and whitelist (originating host, sender and recipient)
- Secondary RBL's to query

##### OUTBOUND EMAIL FILTERING OPTION:

- Outbound protection, available as an optional add-on, ensures that the customer's IP space is not sending spam to the Internet



For more information visit us at [www.cloudmark.com/cloudfilter](http://www.cloudmark.com/cloudfilter)

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