



# CLOUDMARK DESKTOP™

## Service Provider Edition

### KEY FEATURES AND BENEFITS

#### Anti-spam, Anti-virus, Anti-Phishing

Cloudmark Desktop offers unmatched protection against spam, phishing and email-borne viruses all in one simple plug-in.

#### Language-Agnostic Spam Detection

Cloudmark's Advanced Message Fingerprinting algorithms enable blocking of spam in all languages.

#### Precise Image Spam Detection

Cloudmark Desktop includes patent-pending technologies that target image spam in multiple formats including .PNG, GIF and other file types. Cloudmark is effective even against mutating image spam that easily eludes competitive filters.

#### User Feedback Buttons

Cloudmark Desktop puts users in control in the war against messaging abuse. Users simply press the "Block" or "Unblock" buttons on the toolbar to report spam or allow receipt of legitimate messages.

#### Blocking Statistics and User Trust Rating

The Desktop toolbar displays the individual's trust rating and number of spam blocked. These indicators create strong loyalty as users are continually reminded of their contribution to the spam-fighting community. Users also have visibility into how well Cloudmark Desktop is working to reduce spam in their inboxes.

#### Advanced Spam Management

With Cloudmark Desktop's enhanced spam management features, users can put spam into folders, or delete or age spam through an optional setting. In addition, users can import all contacts into an "Approved Sender" list in one simple step to ensure receipt of messages from these senders.

"I've tried several anti-spam programs without any luck. I was getting ready to accept 50-100 spam a day - when I discovered Cloudmark and tried the free trial version. Immediately I went to 0 spam!!!"

Thank you, thank you, thank you. I just bought a real version today!"

Brian Isaksen, Denmark

### The Simplest, Most Effective Email Protection for Microsoft Outlook® and Outlook Express®

Cloudmark Desktop delivers complete spam, phishing and anti-virus protection for Microsoft Outlook and Microsoft Outlook Express. The Cloudmark Desktop application is a lightweight plug-in that shows up as a simple toolbar directly on the email client. With its unmatched effectiveness and ease of use, Cloudmark Desktop is one of the most popular standalone spam filtering products on the market today.

Now, service providers can distribute Cloudmark Desktop with the option of custom branding to current broadband subscribers as well as non-subscribers. This unique, value-added service offering generates additional revenues, promotes service provider branding and enhances subscriber loyalty.

#### CLOUDMARK TECHNOLOGY

Cloudmark Desktop leverages a unique combination of Advanced Message Fingerprinting™ and corroborated reporting from the Cloudmark Global Threat Network, the industry's most sophisticated threat detection system, to rapidly detect messaging abuse with over 98% accuracy and near zero false positives. The Cloudmark Desktop community contributes to the Global Threat Network, sending feedback to Cloudmark about which messages are spam and which are legitimate.

#### PRODUCT BENEFITS

##### Unparalleled Effectiveness

Industry reviewers and end users consistently rate Cloudmark Desktop the most accurate spam, virus and phishing filtering solution in the marketplace. Cloudmark Desktop has the industry's highest accuracy in blocking advanced threats, including image spam, double-byte text spam and phishing emails.

##### Simple To Use

The Cloudmark Desktop plug-in installs in minutes and requires no user configuration or training. A simple toolbar is integrated into the Outlook/Outlook Express client – no need to switch between separate applications.

##### Extremely Lightweight

Users often disable filtering applications because running them can slow down computer performance. Cloudmark Desktop, on the other hand, requires only minimal RAM as the bulk of message processing is performed by the Cloudmark backend service instead of utilizing the user's computer processor.

#### WHY DISTRIBUTE CLOUDMARK DESKTOP?

##### New Revenue Streams

By offering Cloudmark Desktop, service providers gain a new, renewable revenue stream. The Cloudmark Desktop is a hosted, subscription-based service that satisfied users renew year after year.

##### Seamless Brand Extension

With only minimal investment, service providers can instantly extend their brand into an innovative software service. The Cloudmark Desktop installer and UI can be customized to accommodate desired branding elements and language.

##### Subscriber Loyalty

Cloudmark Desktop is an extremely sticky service – with users typically subscribing for terms of 2 plus years. By enhancing the email user experience and empowering subscribers to stop messaging abuse, Cloudmark Desktop also helps service providers retain subscribers.

## REQUIREMENTS

### Operating System:

Microsoft Windows 2000/XP/  
Vista 32-bit

### Email Software:

Microsoft Outlook 2000/XP/2003/2007  
or Microsoft Outlook Express 5/6

### Email Supported:

Cloudmark Desktop works with any type of email account supported by Microsoft Outlook and Outlook Express:

- IMAP
- POP3
- SSL POP3 (Microsoft Outlook only)
- Microsoft Exchange (Microsoft Outlook only)
- Gmail using SSL POP3 (Microsoft Outlook only)
- MSN/Hotmail using HTTP, or Hotmail Plus using POP3 or HTTP
- Yahoo! Mail Plus using POP3

"I just wanted to let you know that it looks like you are winning the battle against image spam. I used to get all image spam emails, now that number is reduced to only one or two a week.

Now the spammers are using full-page image spam, and Cloudmark is still getting most of them. Keep up the good work. Your product is awesome."

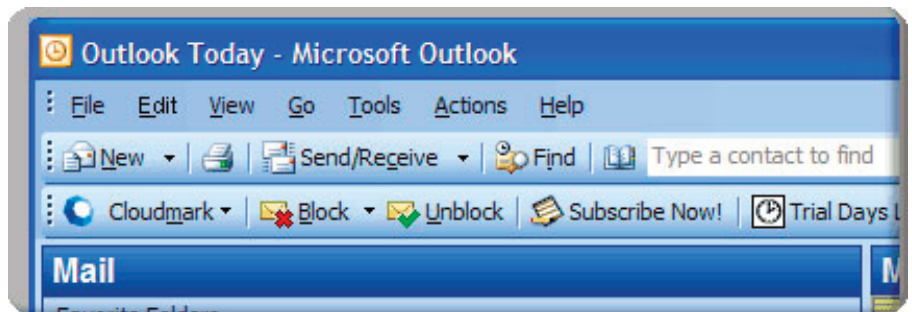
*Jerry Myers, USA*

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

## HOW IT WORKS

1. An unknown message arrives at the user computer.
2. Cloudmark Desktop uses Advanced Message Fingerprinting algorithms to calculate message "fingerprints" and sends these fingerprints to the Cloudmark backend service.
3. Cloudmark compares the message fingerprints with fingerprints of messages that users have blocked and Cloudmark has verified as spam.
4. If the fingerprints do not match any known spam, phishing or virus fingerprints, then the message is delivered to the user's inbox.
5. If the fingerprints match previously-identified threat fingerprints, the message is classified as spam and deleted or moved to the spam folder.

The Cloudmark Desktop toolbar seamlessly integrates into the Microsoft Outlook and Outlook Express applications.



## RECENT CLOUDMARK DESKTOP AWARDS



**Headquarters**  
128 King Street, 2nd Floor  
San Francisco, CA 94107 USA  
Ph: +1.415.543.1220  
Fax: +1.415.543.1233

Cloudmark Europe, Ltd.  
Garrick House, 26-27  
Southampton Street  
London, WC2E 7RS  
Ph: + 44 (0) 207 717 8410  
Fax: + 44 (0) 207 717 8401

Asia Pacific Office  
45/F The Lee Gardens  
33 Hysan Avenue  
Causeway Bay  
Hong Kong  
Ph: +852 3180 7768