

## CLOUDMARK VALUE ADDED REPORTING INTERFACE

### ABSTRACT

Cloudmark Network Feedback System™ is an automated mechanism that enables Cloudmark ISP and enterprise customers to become members of the Cloudmark Collaborative Network and submit feedback of misclassified messages to Cloudmark as a method to improve filtering accuracy.

Cloudmark Network Feedback System Reporting Interface offers a suite of reports that would provide system administrators with statistics and in-depth information on the message feedback your customers have submitted into the Cloudmark Network Feedback System. System administrators can more proactively and appropriately address accuracy issues by examining the feedback reporting trends and behavior of each of their CNFS reporters.

Cloudmark Network Feedback System Reporting Interface offers the following reports:

### FEEDBACK DASHBOARD: SPAM AND FALSE POSITIVE REPORTS

The Feedback Dashboard provides an overview of the volume of spam and false-positive feedback submitted by your end users for the past 30 days. This will allow users/system administrators to more proactively address potential accuracy issues when the dashboard reports indicate a sudden increase in feedback submission.

The Feedback Dashboard also indicates feedback submitted in an invalid format. Because CNFS does not process invalid formatted feedback, system administrators can use this report to assess the need to educate reporters in proper feedback submission.

#### *Feedback Statistics of Top 500 Reporters*

The Feedback Statistics of Top 500 Reporters report provides feedback statistics of the top 500 reporters with the highest volume of feedback submission to date. The statistics for each report is categorized by trust and feedback submission type (spam/false-positive/invalid format). Users can assess the severity of an accuracy issue by reviewing the volume of messages submitted by the most active reporters in relations to their trust.

#### *Statistics for Individual Reporter*

The Statistics for Individual Reporter report provides feedback statistics for a specific reporter. User can search for a reporter by using the reporter's email address.

#### *Statistics for Individual Reporter by Date Range*

The Statistics for Individual Reporter by Date Range report provides feedback statistics for a specific reporter. User can refine the search result by using the reporter's email address and specifying a date range in the search.

#### *Top 500 Reporters by Date Range*

The Feedback Statistics of Top 500 Reporters report provides feedback statistics of the top 500 reporters with the highest volume of feedback submission. User can refine the search result by specifying a date range in the search.

### CNFS REPORTS SCREEN SHOTS

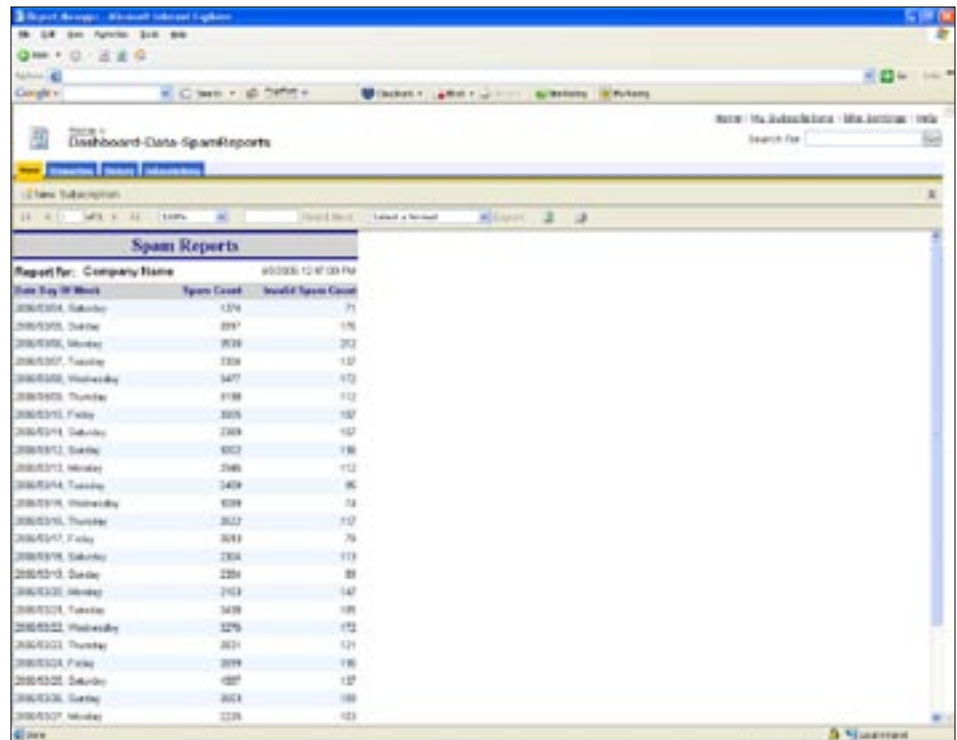
This section provides sample screens shots of each of the five reports and some of the reporting features available.

### Screen 1: Feedback Dashboard: Spam and False Positive Reports

The Feedback Dashboard provides an overview of feedback submission trends of spam and false-positive messages for the past 30 days.

### Screen 2: Spam Reports (Tabular Format)

Aside from graphical presentation, CNFS reports also provide report presentation in tabular format. This spam reports shows the specific spam feedback volume for each day. This report

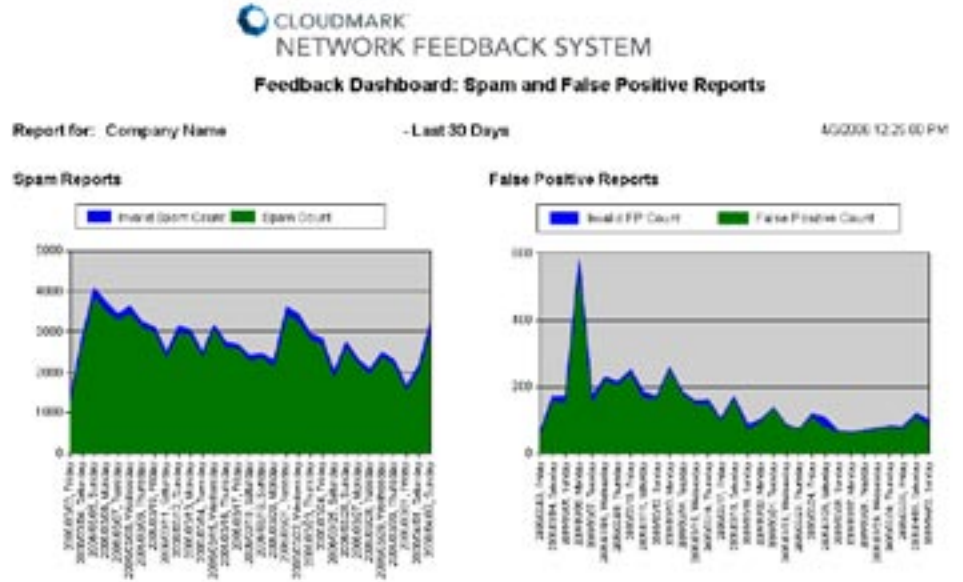


Report For	Company Name	Spam Count	Spam Count
20051014	Saturday	1374	71
20051015	Sunday	897	176
20051016	Monday	2039	202
20051017	Tuesday	1308	137
20051018	Wednesday	1477	173
20051019	Thursday	1188	112
20051020	Friday	2005	157
20051021	Saturday	2389	157
20051022	Sunday	1052	176
20051023	Monday	2146	172
20051024	Tuesday	2409	96
20051025	Wednesday	1039	74
20051026	Thursday	2622	177
20051027	Friday	2049	79
20051028	Saturday	2304	113
20051029	Sunday	2281	83
20051030	Monday	2163	147
20051031	Tuesday	1439	109
20051101	Wednesday	1276	172
20051102	Thursday	1021	121
20051103	Friday	2099	176
20051104	Saturday	1087	137
20051105	Sunday	2024	189
20051106	Monday	2235	153

is also available for false-positive feedback.

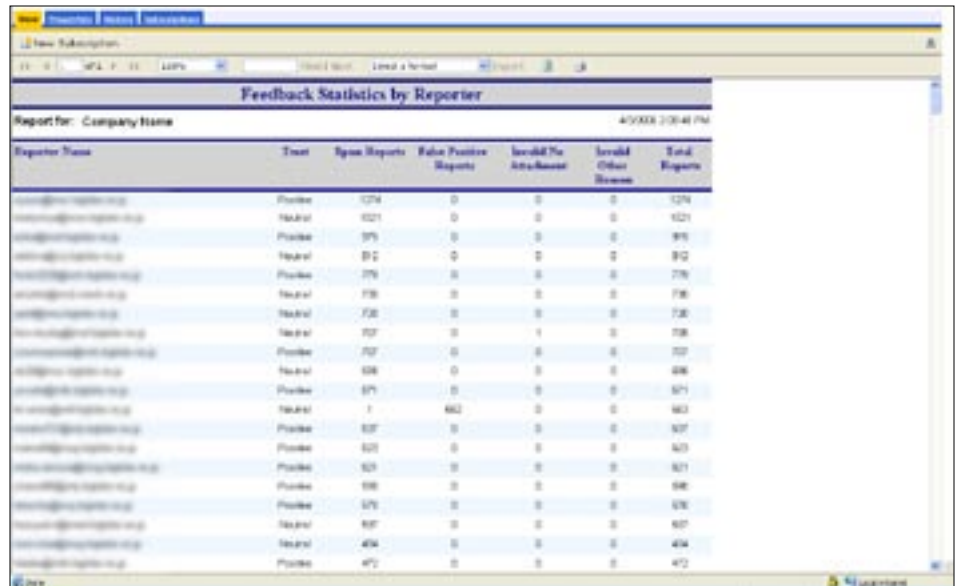
*Screen 3: Feedback Statistics Top 500 Reporters*

This report shows the feedback statistics for the top 500 reporters with the highest volume of feedback submission to date.



*Screen 4: Statistics for Individual Reporter*

This report shows feedback statistics for a specific reporter which includes the trust level and



**Feedback Statistics by Reporter**

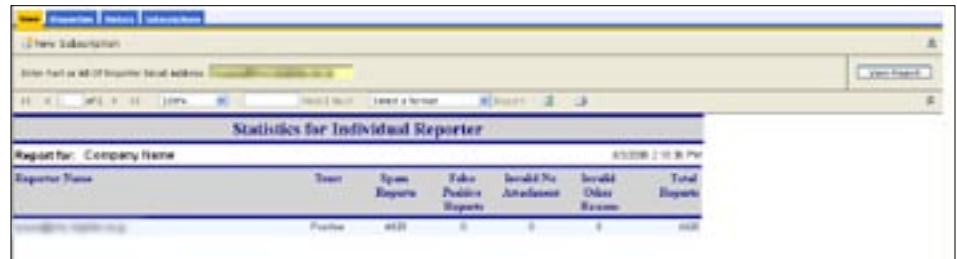
Report for: Company Name 4/22/08 12:44 PM

Reporter Name	Trust	Spam Reports	False Positive Reports	Invalid FP Abuse Score	Invalid Other Scores	Total Reports
xxxxxx@xxxxxx.com	Positive	1274	0	0	0	1274
xxxxxx@xxxxxx.com	Neutral	1021	0	0	0	1021
xxxxxx@xxxxxx.com	Positive	975	0	0	0	975
xxxxxx@xxxxxx.com	Neutral	912	0	0	0	912
xxxxxx@xxxxxx.com	Positive	779	0	0	0	779
xxxxxx@xxxxxx.com	Neutral	738	0	0	0	738
xxxxxx@xxxxxx.com	Neutral	730	0	0	0	730
xxxxxx@xxxxxx.com	Neutral	707	0	1	0	708
xxxxxx@xxxxxx.com	Positive	707	0	0	0	707
xxxxxx@xxxxxx.com	Neutral	698	0	0	0	698
xxxxxx@xxxxxx.com	Positive	671	0	0	0	671
xxxxxx@xxxxxx.com	Neutral	1	662	0	0	663
xxxxxx@xxxxxx.com	Positive	637	0	0	0	637
xxxxxx@xxxxxx.com	Positive	623	0	0	0	623
xxxxxx@xxxxxx.com	Positive	621	0	0	0	621
xxxxxx@xxxxxx.com	Positive	608	0	0	0	608
xxxxxx@xxxxxx.com	Positive	575	0	0	0	575
xxxxxx@xxxxxx.com	Neutral	607	0	0	0	607
xxxxxx@xxxxxx.com	Neutral	494	0	0	0	494
xxxxxx@xxxxxx.com	Positive	472	0	0	0	472

the volume of reports submitted by category (spam/false positive/invalid format)

*Screen 5: Statistics Top 500 Reporters by Date Range*

This report shows the feedback statistics for the Top 500 reporters during a specified time

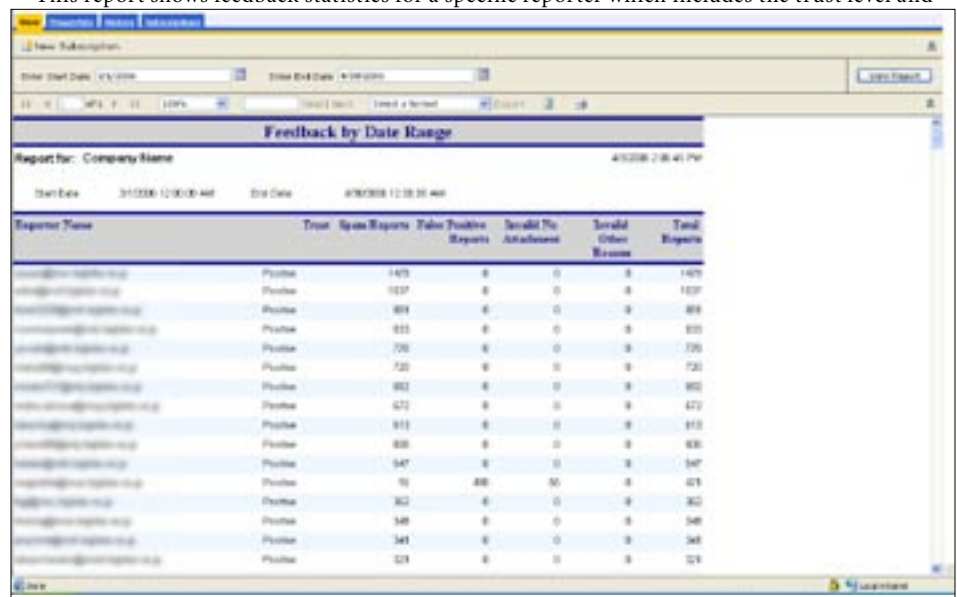


Reporter Name	Trust	Spam Reports	False Positive Reports	Invalid No. Attachments	Invalid Other Reasons	Total Reports
example@reporter.com	Positive	400	0	0	0	400

period. Users can also view the trust level and the volume of reports submitted by category for each of the 500 reporters.

*Screen 6: Statistics for Individual Reporter by Date Range Report*

This report shows feedback statistics for a specific reporter which includes the trust level and



Reporter Name	Trust	Spam Reports	False Positive Reports	Invalid No. Attachments	Invalid Other Reasons	Total Reports
example@reporter.com	Positive	1475	0	0	0	1475
example@reporter.com	Positive	1037	0	0	0	1037
example@reporter.com	Positive	804	0	0	0	804
example@reporter.com	Positive	811	0	0	0	811
example@reporter.com	Positive	706	0	0	0	706
example@reporter.com	Positive	720	0	0	0	720
example@reporter.com	Positive	801	0	0	0	801
example@reporter.com	Positive	471	0	0	0	471
example@reporter.com	Positive	811	0	0	0	811
example@reporter.com	Positive	806	0	0	0	806
example@reporter.com	Positive	947	0	0	0	947
example@reporter.com	Positive	70	488	0	0	558
example@reporter.com	Positive	362	0	0	0	362
example@reporter.com	Positive	348	0	0	0	348
example@reporter.com	Positive	341	0	0	0	341
example@reporter.com	Positive	128	0	0	0	128

the volume of reports submitted by category (spam/false positive/invalid format). Users can refine the search result by specifying a date range.

*Screen 7: Statistics for Individual Reporter by Date Range (Search criteria)*

Users can query the feedback statistics for specific reporter(s) by initiating a search using the

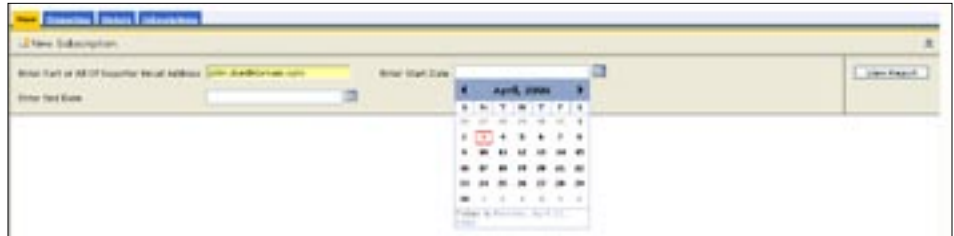


Reporter Name	Trust	Spam Reports	False Positive Reports	Invalid No. Attachments	Invalid Other Reasons	Total Reports
example@reporter.com	Positive	1307	0	0	0	1307

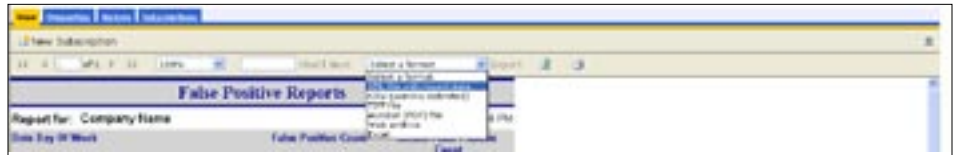
reporter's email address. Users can also narrow the search result by defining a time period

### Screen 8: Data Exporting Feature

Depending on the presentation purpose, users can export the report data in a variety of



formats: HTML, Excel, PDF, TIFF, CVS and XML. The data export feature is available for all CNFS reports.



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