Reputation Intelligence at the Network Edge

Operators rely on protocol level filtering as their first level of defense against messaging abuse. As spam, phishing and malware attacks continue to evolve in complexity, service providers of all sizes are seeking more granular and automated ways of filtering their messaging traffic. While traditional DNS blacklists provide a basic level of insight for these policies, operators are searching for a more comprehensive form of reputation data that allows greater control over their protocol filtering management.

Cloudmark Sender Intelligence™ adds a layer of security to traditional sender reputation services, delivering a comprehensive sender reputation service that enables operators to prevent messaging abuse. Our service combines a global data set with specific feedback from your customers. Automated analysis is complemented by expert human analysis, ensuring that your infrastructure is protected against current and future attacks. Data from Cloudmark Sender Intelligence can be integrated into network perimeter devices, such as edge mail transfer agents (MTAs) to protect messaging infrastructure.

Multiple Reputation Sources

Cloudmark Sender Intelligence analyzes multiple data sources to construct sender profiles, resulting in more accurate characterization of senders. Cloudmark leverages statistics from the vast Cloudmark Global Threat Network™, including more than 2 billion mailboxes and millions of honeypot sources, to classify and analyze sender characteristics. Additionally, Cloudmark employs a variety of proprietary sender identification systems and third-party data to provide additional classification of senders beyond reputation. Examples include Newsletter Sender Logic, which
identifies newsletter senders, Mail Forwarders Identification, which identifies public mail forwarders, and Dynamic Space Analysis, which verifies that an IP is contained within a service provider’s dynamic IP address range.

Sophisticated analysis delivers a more detailed and accurate profile of sender reputation, volume, and classification which enables more granular policies and improved accuracy. The depth and breadth of the Cloudmark Global Threat Network and knowledgable security experts enable Cloudmark Sender Intelligence to identify additional rogue senders that may go undetected by other reputation services. This typically yields an additional 50 percent filter rate for messages missed by traditional services.

**The Cloudmark Advantage**

Most sender reputation services rely solely on traffic pattern statistics. While this can be an effective approach for establishing reputation, it is a reactive approach that introduces latency during which environments are vulnerable to new spam sources. As attackers grow their botnets and use dynamic IP addresses to generate spam, traffic pattern analysis alone is no longer sufficient. Cloudmark Sender Intelligence provides several unique advantages:

- **Faster, more accurate sender categorization** - Cloudmark closes this vulnerability gap by combining fingerprint correlation statistics, user feedback statistics and honeypots to quickly identify spammers and good senders. By analyzing the correlation of multiple fingerprints in different messages, both spam and legitimate, Cloudmark Sender Intelligence proactively and reliably detects suspicious activity during the zero-hour attack phase.

- **Unique protection against targeted attacks** - the Cloudmark Security Operations Center is comprised of email security experts who focus their attention on operator data to stop targeted attacks. These measures go beyond analyzing a base level of IP reputation data.

**Cloudmark Sender Intelligence with Cloudmark Security Platform for Email**

Cloudmark Sender Intelligence data enables Cloudmark Security Platform for Email to automatically apply policy to senders based on their reputation. Complete connection management based on sender reputation provides a more granular method of limiting potentially malicious content from entering networks. Throttling can be applied on a per-IP address basis, and on groups of IP addresses sharing a common reputation score or characteristic. Cloudmark Sender Intelligence enables intelligent connection and flow control techniques, such as dropping connections from malicious senders, throttling connections from suspicious senders, and allowing good senders through without delay.

**Cloudmark Industry Affiliations:**

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