

What if  
you could stop  
spam and  
threats from ever  
reaching your  
email system?

Now you can.

With Postini's exclusive  
Preemptive Email  
Protection Technology.



*“Spam was becoming a concern for some of our associates, consuming network resources and impacting the productivity of our employees. The Postini service has been easy to deploy and has required virtually no administration time on our part.”*

**Dennis Bowman, CIO, Circuit City**

*“After a simple configuration, the Postini service worked as promised. Nearly 99% of our unsolicited e-mail messages stopped immediately. We have taken back control of our time and our systems from the spammers!”*

**Jim Jensen, VP of Information Technology  
SkyWest Airlines**

*“Before using Postini, Merrill Lynch could only guess how much of its e-mail was spam. Now, it knows it’s about 24% of messages. The overall volume of Merrill’s e-mail messages plummeted 30% as Postini blocked spam . . . [Bauer has] been happily surprised at how quickly Merrill squelched what had been a growing threat. ‘It’s definitely not on my list of anything to worry about anymore—it’s not even close.’”*

**David Bauer, CSO, Merrill Lynch  
As quoted in USA Today, January 27, 2004**

# The Email Imperative: Stop Threats Before They Reach Your Network

## **Email Threats Continue to Escalate**

As the amount of spam surpasses that of legitimate messages, and as viruses and worms such as *MyDoom* continue to plague enterprises, organizations are seeking better solutions to ensure the productivity of their business-critical email systems. Beyond the escalating problem of spam and viruses, new threats are also emerging.

Enterprises now face a “silent killer” in directory harvest attacks, where spammers probe email systems with millions of requests seeking to harvest legitimate addresses for use—or for sale—to generate even more spam. In addition, new privacy and security regulations require many organizations to safeguard message content and certify that email communications cannot be abused or used to convey offensive messages.

## **Prevention Holds the Key to Eliminating Threats**

The challenge of combating spam and viruses, safeguarding content, and maintaining performance of email systems has reached crisis proportions, forcing email administrators and security managers to seek immediate relief. As companies assess anti-spam and email security alternatives—including purchasing software products—the shortcomings of first generation solutions become apparent.

Anti-spam software products and appliances all operate *inside* the corporate firewall, where email servers must store and manage ever-increasing volumes of unwanted messages. This not only results in higher hardware and software acquisition costs, it also adds an administrative burden on IT staff and increases email server maintenance costs.

And, because these approaches often rely on reactive signature filtering they are limited in their ability to observe or stop complex, blended threats.

Enterprises need email security solutions that they can install and forget, that support distributed heterogeneous environments, and that can be customized to specific users needs.

## **The Solution: Postini's Exclusive Preemptive Email Protection Technology (preEMPT™)**

Postini™ offers you a better approach—acting as a preemptive gatekeeper for your organization to eliminate spam, viruses and attacks before they ever touch your enterprise email gateway—filtering out unwanted probes and messages and substantially reducing the volume of email traffic. You now have an email security solution that protects, conserves, and helps you manage your email system resources at the same time.

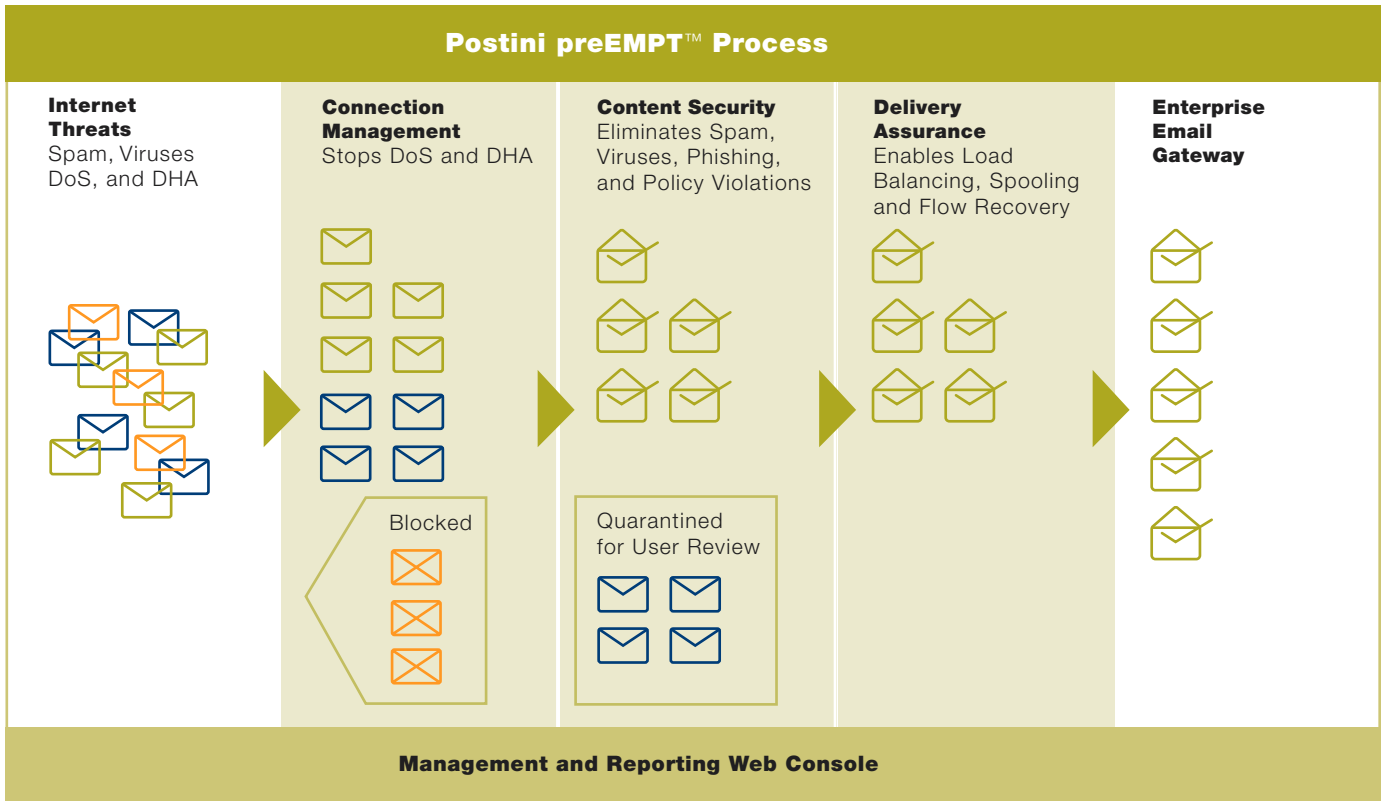
# preEMPT: Postini's Patented Preemptive Email Protection Technology

Postini Preemptive Email Protection Technology (preEMPT) works to identify, resolve, and report on email threats, delivering several key advantages other vendors can't offer:

- 1.** Stops threats at the perimeter between the Internet and your enterprise servers—analyzing and filtering all messages before they can reach your email gateway.
- 2.** Takes action to prevent threats at all critical levels. Only Postini offers you an email security solution that preempts threats through *Connection Management*, *Content Security*, and *Delivery Assurance*.
- 3.** Provides complete *Management and Reporting* on email traffic with real-time alerting and reporting through a convenient web-based console. Postini also provides in-depth trend analysis and gives you unprecedented control over your email security configurations—down to the individual user.

Postini's pass-through technology processes all Internet-based email bound for your company's email server. Within milliseconds Postini's patented preEMPT technology, including heuristics-based anti-spam and virus engines, separates spam, phishing probes, and viruses from legitimate messages. Legitimate email messages pass through to the recipient, while spam is quarantined in a web-based, password-protected message center. Employees can have access to their quarantined email and the ability to adjust filters to their personal preference if desired.

Unlike other content filtering solutions, every message is examined, analyzed and correlated in the context of total message volume. That means all our customers gain from Postini's knowledge and experience managing hundreds of millions of messages every day.



**The Critical Pathway to Email Security: Postini's Patented, Preemptive Email Protection Technology (preEMPT)**

**Connection Management**

Postini Perimeter Manager monitors SMTP connections and identifies patterns of behavior that are associated with SMTP attacks including directory harvest attacks (DHA), denial-of-service (DoS) attacks, and statistically significant spikes in spam or virus activity. All aspects of SMTP traffic are analyzed and correlated to distinguish between damaging and legitimate activity. Attacks and unwanted probes are automatically rejected at the connection level, in real time.

**Content Security**

Once an SMTP connection is validated or the sending IP address has not been identified as having engaged in damaging behavior, the message data is passed through Postini's content security process. Content analysis and filtering is then

performed based on thousands of heuristic expressions that distinguish between spam and legitimate messages. Based on Postini's unmatched knowledge from managing hundreds of millions of messages every day, Postini delivers 98% or better accuracy in keeping out unwanted email and malicious attachments.

Suspicious email is quarantined in a web-based, password-protected message center for review by end users and/or administrators. The entire process is fully automated—valid emails pass through and cannot be physically accessed by any persons other than the recipient.

**Delivery Assurance**

Relying on the SMTP email standard, Postini helps you balance inbound message load across multiple email hosts, regardless of the email hosts' geographic location or operating system. You can

also identify server outages, alert the administrator, and automatically spool messages so that no email messages are ever bounced. Postini stores the spooled messages until your servers are once again able to accept messages.

**Management and Reporting Web Console**

Postini Perimeter Manager provides real-time viewing and reporting of inbound and outbound email traffic through a centralized web console. The Postini web console Manager offers unmatched visibility for both technicians and executives that can be customized to your particular environment. Real-time, daily, weekly and monthly reports help you analyze and track email traffic and trends to improve overall performance and spot issues before they turn into major problems.

# Only Postini Offers You These Critical Advantages

## **Eliminate Spam and Viruses Before They Ever Reach Your Network**

Postini Perimeter Manager™ blocks unwanted spam messages and malicious code at accuracy rates of 98% or better through our exclusive preEMPT technology and our experience processing more than a billion email messages every week. In addition, Postini's Industry Heuristics serve to minimize false positives, and allow for more customized and accurate filtering. Most important, Postini blocks spam and viruses before they pass through your enterprise firewall, saving bandwidth, conserving server capacity, and minimizing administrative costs.

## **Stop DoS and Directory Harvest Attacks Before They Can Tie Up Server Transaction Cycles**

Typical email security software may assess message content or the source IP address of an email message, but it can't secure SMTP connections. Postini Perimeter Manager automatically stops denial-of-service (DoS) and directory harvest attacks (DHA) that can sap 30% to 40% of your email server transaction capacity as servers attempt to respond to these brute force probes.

## **Safeguard Content Before You Lose Valuable, Proprietary Information or Risk Regulatory Liability**

Postini Perimeter Manager not only blocks inbound spam and viruses, it also filters *outbound email content* to eliminate policy violations. This gives you ultimate control to safeguard and protect valuable proprietary or private information, while ensuring that potentially abusive or offensive messages cannot be transmitted through your email system.

## **Improve Performance Before Having to Expand Email Capacity**

Because Postini Perimeter Manager enables you assure proper delivery of filtered email to your servers, you reduce queue size, speed delivery, and balance the load of incoming messages to help prevent server overloads. In the event of connectivity errors or server outages, Postini alerts email administrators immediately and stores incoming email until servers are ready to accept messages again.

## **Enhance Visibility and Reporting to Monitor and Anticipate Problems Before They Occur**

Postini Perimeter Manager provides real-time customizable reports on inbound and outbound email traffic statistics and trends, offering technicians and executives unmatched visibility to support planning and management decisions. Real-time, daily and weekly reports help you improve overall performance and spot issues before they turn into major problems.

## **Gain Highly Granular Control Over Email Security Policy and User Configurations**

Unlike other products that depend on “one size fits all” technology, Postini Perimeter Manager gives you the benefit of filtering globally and fine-tuning locally. You can set email policies for the entire enterprise, for user groups, even for individual users. This allows you to maintain maximum email protection while providing the flexibility to accommodate specific user wants and needs.

## **Ensure Immediate Value and Lower Total Cost of Ownership**

Postini Perimeter Manager enables immediate service activation with a simple MX record redirect. There’s no hardware or software to buy, install or maintain. You simply activate it and forget it. Postini supports all email platforms including Microsoft® Exchange®, Lotus Notes®, and Novell GroupWise®. And, as your needs grow, you can easily add users without requiring a corresponding increase in email infrastructure resources.

### **Postini From the IT Perspective**

*“We required a solution that would effectively eliminate spam and viruses, relieve the burden on my email servers and my IT staff, and be simple and easy enough to use by our realtors . . . and we needed it right away. Postini fit the bill on all accounts.”*

**Ralph Freshour, IT Director  
Alain Pinel Realtors**



# Why Postini Is Your First Choice

## **Postini's Business Model Guarantees Our Ongoing Commitment to Your Satisfaction**

Postini proves its value every day for more than 3,000 organizations and 5 million end-users—posting a 98% renewal rate among our growing customer base. Because we provide the industry's leading email security and management service, we are committed to offering innovative and cost-effective solutions that constantly evolve to meet the growing threats to productive email communications. With redundant and highly secure data centers, Postini provides a Service Level Agreement availability guarantee, assuring the secure delivery of all legitimate messages.

## **Comprehensive Customer Support Your Enterprise Expects**

Postini's dedicated customer care team supports you with a host of available support services including toll-free 24/7 phone support, self-paced training, and a convenient online Management Console Guide with a searchable index. Our 2004 customer survey indicated that 95% of Postini customers were extremely satisfied with Postini's support team knowledge and professionalism, our documentation and our response time.

## **Recognized as a Proven, Industry Leading Solution**

You don't have to just take our word for it. Over the past four years, our customers, analysts, and the media have recognized Postini for its innovative leadership in email security. Recognized as a leader in both vision and execution in Gartner Group's Enterprise Spam Filtering 1Q 2004 Magic Quadrant, Postini continues to capture awards and earn top placement in product reviews. Here is sample of just of few of the awards that Postini has received in 2003 and 2004:



### **Network World's Best of the Tests**

"To choose the Best of the Tests Award winner, we decided to go with the best performer in accuracy of stopping spam and preventing false positives . . . In our tests, [Postini] Perimeter Manager scored the highest in accuracy, catching 94% of the spam in our 10,000 mail messages, and delivered the lowest false-positive rate."



11/11/03  
Postini Perimeter Manager  
Postini, Inc.

### **PC Magazine Editor's Choice Award**

"Nobody has as rich a hosted antispam service as Postini . . . One standout feature is the ability to delegate capabilities to users and groups over and above global policies set for organizations."



### Highest Rating in InfoWorld Review of Anti-Spam Solutions

“Setting up the [Postini] service is simple . . . Adding users is automated and very easy . . . All administrative tasks can be accomplished through the Postini Web Site and management tasks can be delegated in a very granular manner.”

### Only Postini Can Offer You These Exclusive Benefits

- Unmatched experience and expertise in fighting spam from processing more than a billion email messages every week.
- Patented preEMPT technology prevents spam, viruses and attacks from ever reaching your email gateway
- Unique *Connection Management*, *Content Security* and *Delivery Assurance* protect your email systems from denial-of-service and directory harvest attacks while safeguarding inbound and outbound content, and improving performance
- Filter globally and fine tune locally with optimal management, user control, and customization flexibility
- Easy to set and forget with no capital expense, no added administrative burden, and no ongoing maintenance cost
- Recognized by customers, analysts, and media as a proven, leading anti-spam and email security solution
- Improved email system performance and productivity for all employees, customers, and partners using email

### Postini From the User Perspective

*“Postini is very quick and easy to work with. I can now review 400 quarantined emails in less than five minutes. It’s one of the best things our IT department has ever done for us.”*

**John St. Clair, Realtor and Email User**  
**Alain Pinel Realtors**



# On Demand Service vs. Perpetual Software License: The Right Email Security Solution for You?

When it comes to evaluating email security solutions, keep in mind that Postini Perimeter Manager represents a preemptive “on demand service” model for enterprises versus the conventional perpetual software license offered by server/gateway appliance and software products. The difference has important implications for the way you evaluate email security solutions designed to eliminate spam and viruses and improve email communications.

Simply stated, Postini’s preemptive “on demand” email security managed service model enables your organization to reduce cost, optimize time to value, and minimize risk. The Postini advantage becomes apparent when compared to conventional appliance/software purchases and the associated “pain” they can cause IT departments.

## **Cost**

Conventional appliance/software purchase involves much more than the upfront licensing fee, including implementation, day-to-day management, maintenance and updates/upgrades. The rule of thumb is that organizations can spend six to eight times the software license cost on support service and “customization.”

Postini’s on demand managed service model is a straightforward monthly fee based on the number of email boxes. As a preemptive service that blocks spam and threats before they can ever reach your network, Postini protects any email platform, regardless of the complexity of your IT environment.

## **Time**

Deployment of appliance/software products can suffer from unanticipated impacts and additional costs that disrupt critical email operations and business activity. Few organizations can afford to wait weeks or even months for an effective email security solution.

Postini Perimeter Manager can be activated in a matter of hours with a simple MX redirect. Postini customers consistently remark on the dramatic reduction of spam and threats as soon as the service is “turned on.” Expanding service is as simple as adding users to the service agreement.

## **Risk**

The risk of failure grows with complexity. Purchasing anti-spam appliance/software products locks you into a solution that may or may not evolve to meet your organization’s needs. Once committed, you must live with flaws or limitations since switching costs can be prohibitive.

Postini’s preemptive on demand service model proves its benefit every day, processing more than a billion messages every week for more than 3,000 customers worldwide. Such breadth and depth of experience enables Postini to stop the very latest spam techniques and threats from ever reaching your network.

*“Since we don’t have to spend valuable time managing and tuning filters, or updating a server with software releases, our technology support personnel are free to focus their time on the needs of our internal customers.”*

**Craig Courter, CTO, Baker & McKenzie**

*“Since we implemented Postini, the service has captured virtually all of the spam that we used to see. We have also seen a significant decrease in email server traffic load, which makes it easier to manage our mission-critical email system.”*

**Ken Donahue, Sr. Vice President and CIO, META Group**

**Try Postini Before You Buy: Free 30-day, No-risk Trial**

There is simply no risk to sampling the benefits of Postini’s Perimeter Manager for your organization. Our free 30-day trial is easy to set up and will demonstrate for you the key advantages that only Postini brings to securing the productivity of your email communications. Contact us at 1-888-584-3150 or email us at [sales@postini.com](mailto:sales@postini.com) to see if your organization qualifies for our free, 30-day, no-risk trial, or visit us online at [www.postini.com](http://www.postini.com).



**Preemptive email protection**

**Headquarters**

Postini, Inc., 1600 Seaport Boulevard, Redwood City, California 94063

**Toll-free** 1-866-767-8461

**Email** [info@postini.com](mailto:info@postini.com)

**Web Site** [www.postini.com](http://www.postini.com)

**For more information or to see if your organization qualifies for our free 30-day, no-risk trial of Postini Perimeter Manager, call toll-free 1-888-584-3150, email us at [sales@postini.com](mailto:sales@postini.com), or visit us online at [www.postini.com](http://www.postini.com).**

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