

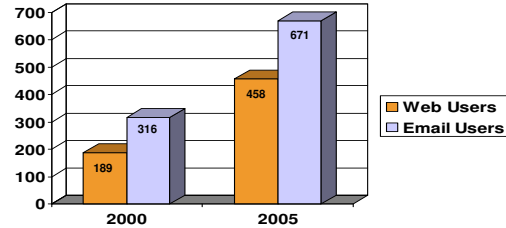
Email – The 'Killer Application' Becomes Mission-Critical

Jeff Brainard, Senior Manager
Mirapoint Product Marketing
July 2004

www.mirapoint.com

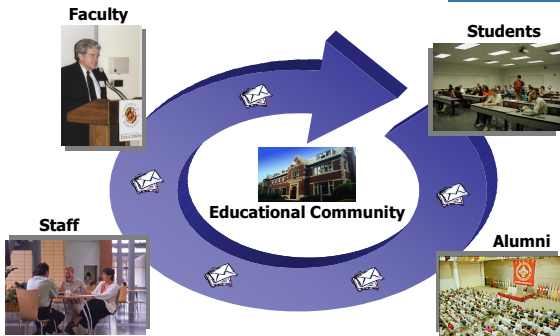
Email - Network's #1 App

Worldwide Email & Web Users, 2000-2005 (Millions)



(Source: IDC "Internet Commerce Market Model" March 2002)

Email – Enabling Online Communication & Collaboration



Email - Users' Growing Demands

- > **Email becoming key application in education**
 - For distance learning, online collaboration, etc.
- > **Larger average message size**
- > **Greater message volumes**
- > **Broadband & high-speed connections**
- > **Large attachments & new multimedia content**
 - Voice, video, fax, audio, etc. messages
- > **Access from anywhere, any device**
 - WAP, MMS/SMS, Web, DiTV, Unified Communications

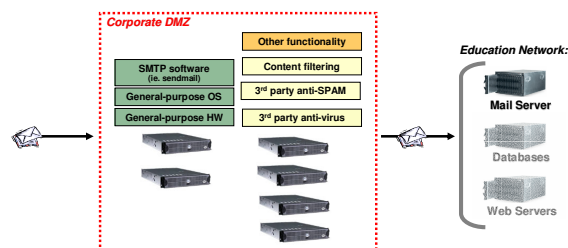
Email Security Threats Loom!

- Viruses
- Spam
- Hacker attacks
- DOS attacks
- BLOBs
- Mail bombs
- Directory harvests
- Password attacks
- Open relays
- Pornography
- Harassment
- Profanity
- Chain letters
- Email floods
- Flames
- Leaks of sensitive corporate info
- Regulatory compliance
- Business continuity

Interwoven Security Risks

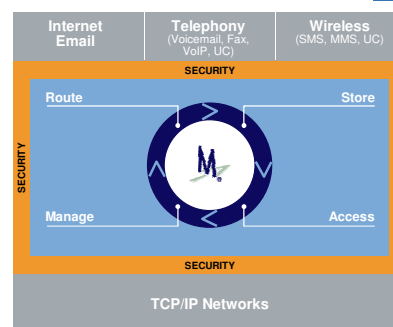
- > **Spam is #1 customer issue today!**
 - Threatens performance & productivity... plus it's annoying!
- > **Yet spam also creates liability exposure**
 - Managing privacy & reliable email delivery
 - Protecting against inappropriate content
- > **Viruses use email to propagate**
 - SoBig mass mailed itself to addresses found on client PCs
- > **Hacker attacks, spam & your email**
 - Directory harvests, password attacks & DOS attacks

Barely Coping with Security

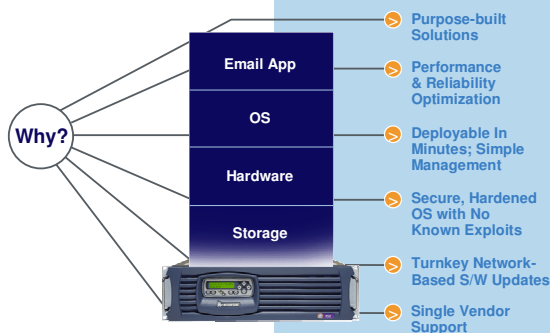


- Complex 'hairball' of point solutions
- Overlooking broad, interwoven security risks

Message Network Evolution



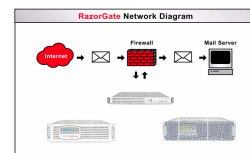
Why Appliances?



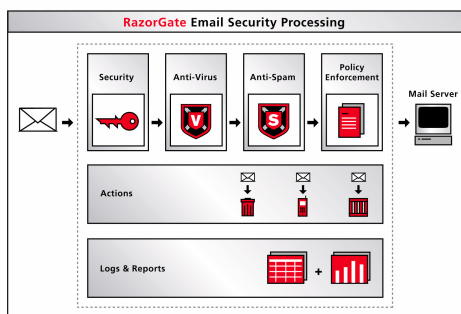
Appliances at the Edge



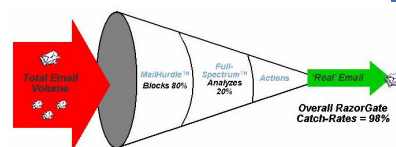
- > 24x7 watchtower over incoming & outgoing traffic
- > Email performance & reliability advantages
- > Easily deployable & easy-to-maintain
- > Off-load core network from overhead traffic
- > Ensure unwanted emails don't take up valuable mailbox storage
- > Reserve hard-to-maintain desktop software as 'last-resort' protection



Multi-Layered Appliance Security



Evolution of SMTP Port Protection



- > Mirapoint's MailHurdle™ - powerful & resource-efficient approach to stopping spam/viruses at the network edge
- > Blocks up to 80% of spam/viruses at SMTP-layer
- > Conserves network & processor resources
- > Works with existing SMTP protocol standards
 - Versus future SMTP verification techniques like CallerID, SPF, DomainKeys
- > MailHurdle is part of Full-Spectrum™ multi-layered email security technology; achieves overall 98% catch-rates

Spam Filtering & False Positives



Spam Slammers compared to other anti-spam solutions *InfoWorld* has reviewed, Mirapoint boasts the best accuracy with zero false positives, although Brightmail has a slightly better success in identifying spam.

	Total messages	Total spam	Spam blocked	Critical false positives	Noncritical false positives
Mirapoint MD450	10,967	10,967	99.84%	0.000%	0.000%
Brightmail Anti-Spam Enterprise Edition	1,106	835	98.41%	0.000%	0.000%
Frontbridge TrueProtect	3,068	885	90.43%	0.000%	1.24%
NetIQ MailMarshal SMTP 5.5	2,350	766	89.82%	0.08%	2.90%

When Spaminators Collide Converg's appliance bested CipherTrust's box and MessageLab's service in this round of anti-spam reviews, but Mirapoint MD450 (reviewed in January) remains the smartest spam-stopper.

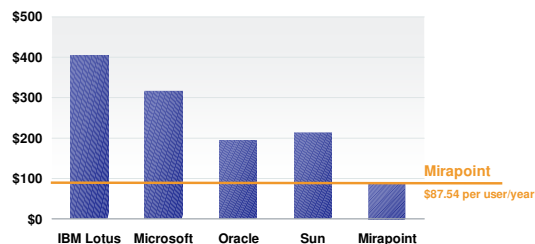
	Total e-mail	Total spam	Spam blocked	Critical false positives	Noncritical false positives
CipherTrust IronMail 4.0	4,889	1,215	99.20%	0.16%	0.60%
Converg MailGate 2.0	2,048	1,596	92.10%	0.04%	0.30%
MessageLab Anti-Spam Service	2,932	2,015	89.56%	0.06%	1.00%
Mirapoint MD450*	10,967	10,967	99.84%	0%	0%

*Note: Excerpted from "Scanning the Spam," *InfoWorld*, February 16, 2004

TCO for Current Email Solutions



3-Year Average Messaging & Collaboration TCO



Source: Radicati Group, 2003 & 2004

Costs: Old World vs. Appliances



> Old World

- 500 CAL licenses: \$30,000
- Operating System: \$800
- Server System: \$4000
- Storage: \$1500
- Anti-Spam/Anti-Virus Appliance: \$15,000

Total Investment: \$51,300
+ high ongoing TCO costs

> New World – Complete, purpose-built appliances

- POP
- Webmail
- Anti-Spam & Anti-Virus
- Content Filtering
- Support
- Installation & Training

Total Investment: \$24,995
+ TCO benefits of appliance

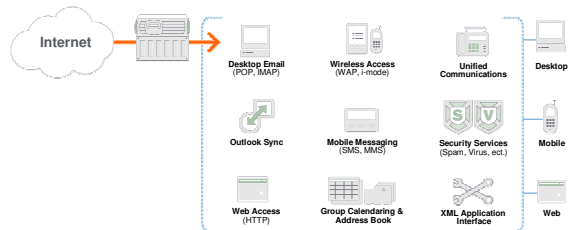
Email & Security Appliances
One Source. One Solution.



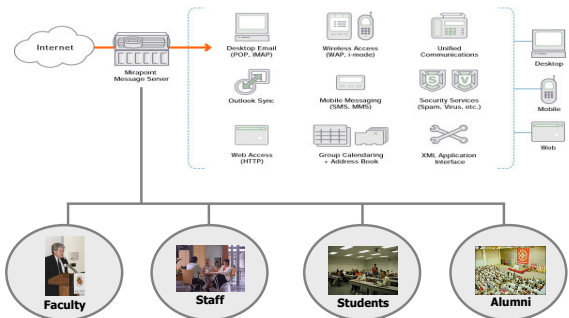
Email & Security Services



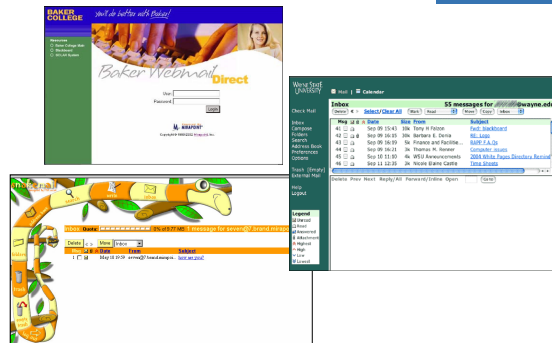
> Example Service Offerings:



Multiple Users, Multiple Services



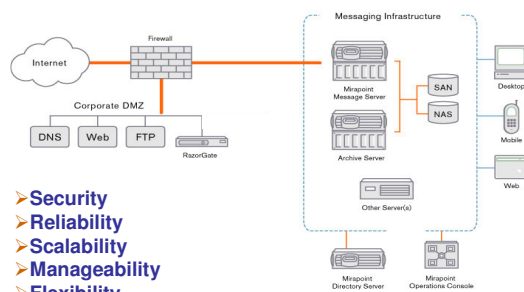
Custom Branding & Portals



Message Network Architecture



Mirapoint Complete Architecture



- Security
- Reliability
- Scalability
- Manageability
- Flexibility

Education & Govt. Customers



QUT: Appliance Success Story



- Appliances deliver campus-wide messaging for QUT
 - POP, Webmail & IMAP email services
 - ~50K student, faculty & related staff users
 - Competed & benchmarked versus Sun/iPlanet & freeware
- Integration with existing directory services
 - Novell eDirectory for user authentication & account provisioning
- Successfully migration of users from freeware (cyrus/qpopper/Tru64) platform
- Implementation managed by Mirapoint systems integrator partner Dimension Data



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Or call: +61-2-9802-8444

