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**Detailed Brochure**  
PostMaster Enterprise ver. 8 Mail AntiSpam

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2014-15

## Gateway Level AntiSpam Protection

Given the strengths & weaknesses of the spam handling technologies available, our approach to spam filtering has been to combine content analysis with user choice. This has been achieved by layering multiple spam identification techniques - SpamDefs, global and user defined filters, heuristic content analysis, Bayesian filters & last, but not least, adaptive learning through user collaboration. PME-Mail AntiSpam is a product of this multi-tier screening logic. Created to strike the proper balance between effective spam detection, and minimal false positive tagging.

### How It Works

Unlike Anti-virus applications, Anti-spam programs will not delete spam messages because of the very nature of spam, i.e. what may be spam for one organization may not be for another. For instance, computer hardware marketing newsletters may become spam for many organizations, but will not be spam for a system integrator. Or messages with the subject 'Interest Free Loans' may be spam for most organizations but may be part of regular business communication for banks and finance companies.

Given this 'grey' behavior of spam, any Anti-spam system will not delete a message, only tag or label it as spam, based on the available rules and technology it follows. The power of acting on this tag is in the hands of the organization or the final recipient.

PME-Mail AntiSpam runs on your PostMaster Express machine and is integrated tightly with PME-Mail and the entire PostMaster suite of products. Hence, PME-Mail AntiSpam delivers optimum efficiency in screening mails.

Integration of the spam detection methodologies in the proper sequence has resulted in a robust and highly efficient Anti-spam solution boasting of scores among the best in the industry and the world today PostMaster makes for the most compelling value for its customers.

On successful training, PME-Mail AntiSpam has, consistently, delivered greater than 99% spam detection and tagging, and less than 0.5% of false positives. ‘

## Presenting PME-Mail AntiSpam

PME-Mail AntiSpam uses the following approach to spam detection & tagging.

### Filtering White & Black, Global & Individual

This forms the first spam barrier. Messages processed by AntiSpam for IQ-Mail are first filtered by whitelists and blacklists are maintained at the user and system (or global) level. These lists allow messages to be immediately tagged as spam, based upon the email header of the mail. The message gets tagged at the first criteria match, thus optimizing resource usage.

### Spam-defs & Heuristic Content Screening

Unlike filters, heuristic processes are not reliant on pre-established formulas, instead using experiential learning to determine whether a message may be spam. Spam-defs operate on the same principle as virus definitions - a set of

globally known and accepted fingerprints of spam mail. AntiSpam for IQ-Mail compares patterns of incoming messages with those in its database, using Bayesian algorithms, to identify spam. Spam is mutating and evolving even faster than viruses, so the patterns keep changing and growing. Spam-defs database updates itself regularly from our servers through the Autodownload feature.

## **Collaborative Learning With Bayesian Algorithms**

Filters and Spam-defs are extremely powerful barriers against spam. But, given the essential nature of spam, i.e. spam lies in the eyes of the beholder, because the mail is unsolicited. To address this issue, the next layer of screening is based on understanding the recipients' categorization of what is spam for the organization and himself. Learning takes place by requiring users to classify their incoming mail. The heuristics engine captures the 'fingerprint' information from the message and builds into its knowledgebase and the system, thus, learns. Even a small trusted group of users can train the system up and the system, then, applies this learning for the entire organization. Thus collaborative learning builds a custom spam-filtering system tailored solely a particular for the organization.



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