

Trend Micro™

# Email Reputation Services

Stops Email Threats Before the Gateway

Email-based threats are rising dramatically. Spam, spyware, phishing, botnets, zombies, targeted email attacks, and blended-threat attacks not only sap employee productivity, they endanger company networks. At the same time, administrative resources and budgets are overtaxed and existing security systems are stretched to the limit.

**Trend Micro Email Reputation Services** stop up to 80 percent of spam and other email threats at their source—before they can hit the gateway and flood messaging infrastructure. Email Reputation Services is the only solution to offer an administration console, which gives access to reports and provides the option to actively manage spam and blended email threats. As a highly effective first layer of security with extensive MTA support, the services complement your current email security and greatly reduce spam's impact on the gateway, allowing your messaging security to run at optimal efficiency.

## KEY FEATURES

### Complements your current messaging security

- Installs via simple configuration of the message transfer agent (MTA)
- Supplements other messaging security by providing a first line of defense
- Stops up to 80 percent of spam and other email threats
- Scales easily to combat the growing volume of spam
- Requires no additional hardware, software, or manual tuning

### Stops threats at the source

- Checks email IP addresses against a data base of known spam sources
- Identifies new spam sources in real time
- Uses reputation ratings for more than 1.6 billion IP addresses
- Continuously monitors and updates reputation ratings
- Rates IP addresses on behavior, scope of activity, history, and spam samples

### Requires no on-going management

- Provides protection with no maintenance, but allows active management if desired
- Offers an intuitive, Web-based administrative console
- Features reputation settings to easily configure spam blocking levels
- Creates allowed and blocked sender lists with easy-to-use country and ISP drop-down menus
- Provides detailed reporting on spam traffic, service effectiveness, and global spam trends

## SERVICES

### Protection Points

- Gateway

### Threat Protection

- Spam
- Phishing
- Bots and botnets
- Zombies
- Blended Threats

## KEY ADVANTAGES

- Stops spam at its source, catching up to 80 percent with almost zero false positives
- Features simple set up, high scalability, and low maintenance costs
- Provides easy management with Web-based administrative console
- Complements existing infrastructure
- Lowers cost of ownership and minimizes drain on IT resources

**Integrated into Trend Micro Gateway Email Security**

- Included as an integrated component in Trend Micro comprehensive gateway messaging security products, such as InterScan Messaging Security and Hosted Email Security
- Validates IP addresses against both the reputation database and the dynamic service as a first line of defense,
- Email Reputation administration console complements each product's management console, providing additional traffic reports, botnet reports, approved and blocked sender lists, and spam sensitivity settings

**Email Reputation Services**

Below is a comparison of the key features available for supplemental as well as integrated protection:

Key Features	Service	Trend Micro Products
Service Access Method	DNS Query	Integrated
Reputation Database The world's largest reputation database blocks spam with almost zero false-positives	✓	✓
Dynamic Reputation Service Identifies suspect behavior in realtime and protects against the newest sources of spam, including zombies and botnets	✓	✓
Administration Console <ul style="list-style-type: none"> <li>• Reporting</li> <li>• Approved Sender Lists by IP, ISP, or Country</li> <li>• Blocked Sender Lists by IP, ISP, or Country</li> <li>• Botnet Reports</li> <li>• Reputation Settings</li> <li>• Message Tracking</li> </ul>	✓ ✓ ✓ ✓ ✓ —	✓ ✓ ✓ ✓ ✓ —
Mixed Threat Security Blocks email-borne viruses, spyware, and malware to reduce the burden on gateway security solutions	✓	

**INTEGRATED PRODUCT OFFERINGS**

- InterScan™ Messaging Security Suite
- InterScan™ Messaging Security Appliance
- Hosted Email Security
- InterScan™ Gateway Security Appliance
- InterScan™ VirusWall™
- Spam Prevention Solution

**Trend Micro™ Smart Protection Network™**

The Trend Micro Smart Protection Network delivers security that's smarter than conventional approaches by blocking the latest threats before they reach you. Leveraged across Trend Micro's solutions and services, the Smart Protection Network provides stronger protection while reducing your reliance on time-consuming signature-downloads.



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