



Control spam. Before it's too late.



The threat called spam

Spam is unwanted "junk" e-mail sent to a large number of people to promote products or services. A recent survey done in the US of companies ranging from manufacturing to biotechnology speaks volumes of spam growing from a mere nuisance to a serious threat. This is evident from the results of a survey:

- 1 out of 4 Network Administrators spend more than 1 hour a day combating spam
- 1 out of 2 organisation's bandwidth usage is at least 10% spam

Types of spam that plague organisations the most are:

- Unsolicited commercial mails - 68%
- Adult - 15%
- Jokes - 9%
- Chain letters - 4.5%
- Large file attachments with non-work related content - 3%

Every single week employees receive up to 30 chain letters, jokes, video clips or similar junk e-mail messages from someone they know.

While these annoying mails have been consuming bandwidth and leading to lower workforce productivity on factors like time and money spent, they were never considered a serious threat. However, very recently, the link between spam and viruses has been established beyond doubt. With spammers now conspiring with creators of viruses, the threat has become very real. Hence the need to protect your network against pesky and harmful spam mails as well as insuring against an environment where spam dominates.

Presenting Sify Anti Spam - The best security against spam

To counter the growing threat of unwelcome spam mail, Sify is introducing Sify Anti Spam, a highly advanced spam blocking solution for your enterprise.

Advantages of Sify Anti Spam

- Freedom from annoying, embarrassing and virus infected mails
- Freedom from manually removing spam and unsolicited commercial email
- Huge cost savings in terms of productivity, bandwidth and storage



Sify Anti Spam features:

Advanced spam filter: Filter that separates good/bad mails.

The Sify Spam Filter is a fast spam filter, which incorporates advanced content based filtering technology. Sify filter takes the e-mail message as its input and does a statistical check against a list of "good" and "bad" mail patterns. The email message is analyzed using the complete header and body of the email - including the attachment. It has the capability of finding matching patterns in mails, arriving at a spam rating for the mail and classifying it as spam, based on the spam threshold being exceeded. The spam classified mails are tagged off as *****SPAM***** in the subject line and the spam rating is added as a header.

Intelligent shield: Keeps getting intelligent with your feedback.

The accuracy of filtering and adaptability to new types of spam mails increase with the amount of user feedback mails sent to the filter. The feedback is beneficial as follows:

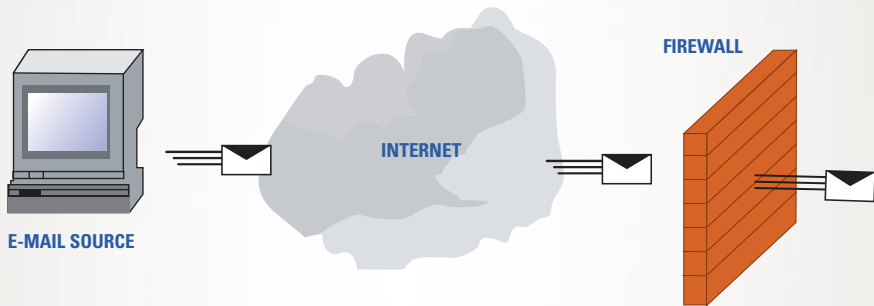
- Users need to identify false negatives i.e. spam mails classified as genuine and delivered to the end user
- Users need to identify false positives i.e. normal mail classified wrongly as spam.

The feedback can be very conveniently reported to the Sify Spam Filter by the end user, by simply forwarding the concerned mails to 2 different email IDs which could be like - spam@yourdomain.com for false negatives and nonspam@yourdomain.com for false positives. The Sify spam database will then get updated based on the feedback given.



Non-intrusive: Works without you knowing.

The working of the Sify Spam Filter is transparent to the users i.e. it works with your mail server in the background and the user does not even know that his/her mails are being scanned for spam.

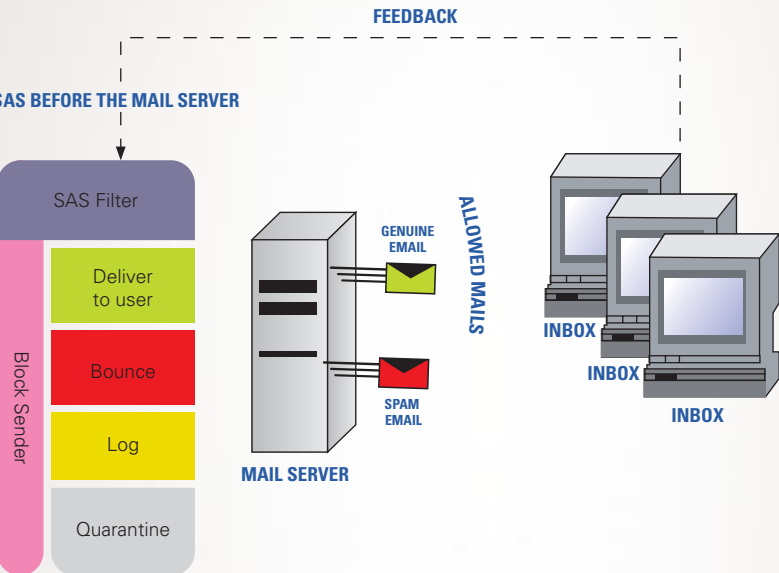


Quick filtering process: Does not slow down mail delivery.

Sify's Spam Filter is tuned for speed and hence does not slow down mail delivery due to the intensive content filtering done by using the large spam database. Sify's filter is designed for speed and accuracy and has achieved one of the highest speeds in benchmark tests against other popular spam filtering software.

"Safe" sender lists : It can be used to prevent anti-spam scanning known / trusted domains / e-mail IDs.

Global Black List : Global black list of email addresses / e-mail domains / mail server IP addresses for sender and recipient filtering. Sify Spam Filter can also be configured to look up popular RBLs (Realtime Blackhole Lists) / DNBLs (DNS Block List) like MAPS / ORDB, etc.



How Sify Anti Spam works

Designed to work in front of your email server, the Sify Spam Filter gives you the option of either tagging the mail as "SPAM" or blocking it.

The Block Sender Functionality allows you to reject mails from specific email IDs, domains & IP addresses (using RBLs) without even accepting the spam mails.

The use of "White" and "Black" lists of specific email address or entire domains, allow you to fine tune the filtering action.



How does Sify Anti Spam work :

Spam Filtering to check for spam patterns

The advanced Content Filtering technology used in Sify Spam Filter allows you to have a very systematic approach to cut down your spam problem in 3 easy steps.

1) Identify SPAM:

- Intelligent spam filters use a series of probability-based algorithms and historical data in the form of a Spam Database of spam patterns, to detect probable spam mails and tag them off as spam mails.
- Spam ratings are assigned to every mail, which are incorporated as a header in every mail, can be used by any mail server which can read the header. A Spam Threshold can be defined, that can help in setting the threshold ratings for delivering any mails to your mail server, beyond which the concerned mails can be treated as spam mails and tagged off as such.

2) Take action on SPAM: Once a mail is tagged off as a spam mail, 3 types of action can be taken on the spam mail:

- Bounce the mail back to the sender (spammer): You may take this option if you find that amongst the mails identified as spam – there are no false positives (genuine mails).
- Deliver the mail to the end user: You may take this option if you feel your users need to train the Sify Spam Filter more to reduce the number of false positives.
- Park the mail in a Spam Mail box for review by a Spam Reviewer: You may take this option, if you feel that you need to review the spam mails for false positives and at the same time not require end users to train the system. In this case the Spam Reviewer has to train the Sify Spam Filter.

3) Train the system to adapt to new types of SPAM:

A feedback mechanism is available, which designated or all end users can use to train the Sify Spam Filter about new types of spam mails. The Sify Spam Filter adapts over time and learns from the feedback to offer very accurate filtering. Training is done by simply forwarding spam / non-spam mails to the Sify Spam Filter.



SPECIAL TRIAL OFFER

- As a special introductory offer, we are offering this superior Sify Anti Spam as a free trial for a limited period only.
- We will also identify the amount of spam your enterprise is receiving and provide you with a complete analysis of the spam traffic. Absolutely free for our trial customers!!!
- You can choose to protect your mail with Sify Anti Spam or decide against it at your own risk. If you choose to continue with this superior protection at the end of the trial offer, please get in touch with your nearest Sify representative at the numbers on the back. Alternatively, you can email us at sales@sifycorporate.com

Contact us at **1901-33-7439** or e-mail us at antispam@sifymail.net and secure your mail against harmful spam mails. Control spam. Before it's too late.

City	PSTN - Customer Care Nos.	City	PSTN - Customer Care Nos.
Ahmedabad	(079) 6586037	Kanpur	(0512) 2306082
Bangalore	(080) 2289607/2284070	Lucknow	(0522) 2207098
Baroda	(0265) 2309105	Ludhiana	(0161) 2432567
Belgaum	(0831) 400401	Madurai	(0452) 2523041
Bhopal	(0755) 2777920	Mangalore	(0824) 2431100
Bhuvaneshwar	(0674) 2539248	Mumbai	(022) 24363973
Calcutta	(033) 22106065	Mysore	(0821) 2415720
Chandigarh	(0172) 614730	Nagpur	(0712) 2229285
Chennai	(044) 22540865	Nasik	(0253) 2318233
Cochin	(0484) 2384417	Patna	(0612) 2213215
Coimbatore	(0422) 2210830	Pondicherry	(0413) 2228456
Delhi	(011) 23323789	Pune	(020) 6051090
Goa(Panaji)	(0832) 2420955	Raipur	(0771) 2236330
Guwahati	(0361) 2638062	Rajkot	(0281) 2458504
Hubli	(0836) 2261989	Surat	(0261) 2340642
Hyderabad	(040) 27898126/27893198	Trichy	(0431) 2401070
Indore	(0731) 2548524	Trivandrum	(0471) 2337983
Jaipur	(0141) 2378178	Varanasi	(0542) 2225047
Jamshedpur	(0657) 2226165	Vijayawada	(0866) 2488104
		Vishakapatnam	(0891) 2716913

