



MessageLabs®

Be certain



Be ready, be successful, be confident,
be assured, be prepared, be secure,
be in control, be protected

**creating certainty
in the exchange
of all business
information**

Be certain

MessageLabs is the world's leading provider of messaging security and management services. Our portfolio of managed services ensure the integrity of electronic communications, allowing organizations around the world to manage and reduce risk, secure critical infrastructure and effectively enforce policy. With a global presence spanning four continents, clients in more than 80 countries and an infrastructure capable of processing hundreds of millions of electronic communications each day, MessageLabs provides clients with complete security and certainty.

According to Gartner, Inc., "Leaders are vendors who are performing well today, have a clear vision of market direction and are actively building competencies to sustain their leadership position in the market." MessageLabs is positioned in the Leaders Quadrant in Gartner's Magic Quadrant for Email Security Boundary, 1H05.

Gartner, Inc., June 2005

For security, MessageLabs services guard against all threats associated with electronic communications – including viruses, spam, unwanted content, Phishing scams, identity theft, spyware and adware – which jeopardize business continuity, employee productivity, confidentiality, reputation and brand. For management, MessageLabs services provide the ability to effectively manage electronic communications – enabling compliance and auditing of regulatory, legislative or organizational policies.

Our industry-leading services, currently spanning both email and Web, are organized into four distinct categories – Protect, Control, Secure and Recover – enabling customers to select services based on their specific business requirements.

What makes MessageLabs different?

- **The market leader:** only global provider of messaging security and management services; firmly established as a market leader within the managed email security market, as demonstrated by our revenues, clients, partners and the consensus of analyst firms including Gartner, Yankee, IDC, and Osterman Research.
- **Global presence:** operations and infrastructure in eight countries around the world, supporting clients both locally and globally, and leveraging worldwide traffic analysis to recognize and react to new threats faster than any other service provider.
- **Multi-layered technology:** pioneered the 'multi-layered' technology approach using a combination of best-of-breed third-party technologies to identify known threats, alongside proprietary MessageLabs Skeptic™ technology to identify unknown threats – delivering an unrivalled level of efficacy.
- **Partner distribution:** MCI, IBM, Unisys, CSC, HP, Cable and Wireless, BT and KPN have all selected MessageLabs as their trusted messaging security partner – giving us full access and penetration into our global markets, and the strongest channel distribution base in the industry.
- **Service and support:** multi-lingual technical support available 24/7 with named client service managers supporting all enterprise accounts, and backed by industry-leading service level agreements (SLAs) for service performance, service availability, email latency and fault response.
- **Product leadership:** recently introduced Web security and management services to complement existing email services; pioneered the Internet-level model; and continues to drive the industry vision and thought leadership.

Why messaging security?

For any organization, managing and securing Web usage and electronic communications is vital. New threats can significantly impact business continuity and employee productivity. The risk of non-compliance with legislation or organizational policy can irrevocably damage a business, leading to prosecution and heavy financial penalties. Organizational reputation is also at stake, as unsecured communications and uncontrolled content can damage relationships with clients, partners and suppliers and lead to dissemination of confidential information.

Growing Web and email threats

Recent trends indicate malware authors adopt increasingly sophisticated techniques to capitalize on organizations' weaknesses. They use social engineering techniques, making targeted as opposed to broad attacks, and focus on the Web as one of the least secured paths into an organization – all of which maximize the returns on their activities.

Attacks can masquerade as genuine identities from internal departments to solicit internal passwords and logins, URLs that direct users to unsecured sites where viruses and other malware can inadvertently be unleashed, and Phishing scams that gain access to personal and corporate information and assets. Entire corporate networks can be compromised by opening just one email or a single web page.

Enabling business continuity

Maintaining continuity of service is crucial for all sectors of business, so organizations that cannot stop known and unknown threats from entering the network are critically vulnerable. You need to be sure that your business continuity plans can mitigate the possibility of network downtime and loss of data or business information.

Assuring messaging confidentiality

Poor management of electronic communications carries severe implications for your business, such as the unauthorized disclosure of confidential information; communication of privileged or private information; the loss of intellectual property; and the contravention of legislation and regulations. Businesses need to adopt technologies designed to tackle this problem in order to maintain the privacy and integrity of their communications.

Maintaining business integrity

Failure to comply with security and data protection regulations can lead to investigations, fines and civil or criminal charges, not to mention the loss of business, brand reputation and customer confidence. It is essential that senior management monitor and understand the flow of information into and out of their organization.

Ensuring regulatory compliance

The risk of not being able to produce electronic communications during any legal proceedings or court subpoena can be significant. Organizations need to evaluate how they manage records, protect intellectual property and limit potential liability during the legal process. Most importantly, they need to maintain electronic records in a re-usable and searchable format so they can provide an audit trail of communications to act as evidence in court.

Why managed services?

To effectively combat rising messaging threats and comply with the increasing demands of corporate regulations, companies are seeking the most comprehensive Web and email security solution. Organizations are seeking solutions that deliver a lower total cost of ownership and reduce the need for dedicated internal staff. The managed services model meets this demand today more than ever, with a predictable cost structure and limited need for internal resources for ongoing management and support.

“The managed services tipping point has arrived. Software-only solutions that require firms to engineer and deploy their own architectures no longer make business sense. Managed services’ economies of scale, agility and internet-wide vista confer an advantage that appliances cannot match.”

Yankee Group, June 2005

While appliance and software solutions served as adequate first or second generation solutions among companies, the escalating and often unpredictable costs involved in supporting these premise-based solutions – along with the ever increasing scalability and performance issues – are leading more organizations to consider and adopt managed services.

Compared to premise-based solutions, the managed service model offers a more complete set of solutions across a wider range of platforms. It works by identifying threats outside of the corporate network and filtering viruses and unwanted content before they enter the network. Additionally, managed services require no hardware or software on client premises – removing the need for on-site maintenance and layers of complexity added to the infrastructure. Dedicated managed services vendors, such as MessageLabs, can devote frontline personnel and massive processing power to fighting emerging threats and can offer seamless, real-time protection at a fixed and predictable cost while providing a single point of around the clock support.

Comparative features for managed services, appliances and software

Features	Managed	Appliance	Software
Quick and easy setup	●●●●●	●●●●○	●●●●○
Predictable cost/low TCO	●●●●●	●●●●○	●●●●○
Load balancing and redundancy	●●●●●	●●●●○	●●●●○
Platform OS independent	●●●●●	●●●●○	●●●●○
No maintenance required	●●●●●	●●●●○	●●●●○
Reduced bandwidth cost	●●●●●	●●●●○	●●●●○
Transparent signature updates	●●●●●	●●●●○	●●●●○
Transparent engine updates	●●●●●	●●●●○	●●●●○
Quarantine off-site	●●●●●	●●●●○	●●●●○
Disaster Recovery	●●●●●	●●●●○	●●●●○
Scalable	●●●●●	●●●●○	●●●●○

Strongly disagree/Feature not offered ○ ○ ○ ○ ○
 Strongly agree/Perfect match ● ● ● ● ●

Note: Data based on MessageLabs research and competitor marketing material

MessageLabs Email Protect services mitigate the risks associated with known and unknown email threats, ensuring the continuity of your business communications. The services combat threats on a global level, providing multi-layered protection against all email-related risks such as viruses, malware, spam and Phishing scams.

“Anti-spam solutions that use a layered approach and multiple proactive and reactive detection techniques provide significant benefits over other models. They are highly accurate in detecting and blocking spam and effective at limiting critical false positives, and are well-suited to defend against the ever-changing nature of spam.”

Matt Cain, Vice President, Gartner Group

“MessageLabs doesn’t only scan our incoming email but also checks any outgoing email. I’ve got to a stage now where I don’t have to worry about security. Corporate email is not a problem any more. It’s incredible to consider that many FTSE 100 companies still don’t have managed security systems in place.”

Global Head of IT Security, ICI

Multi-Layered Approach

Operating at Internet level, the Email Protect services combine best-of-breed technology and techniques with proprietary Skeptic predictive technology from MessageLabs.

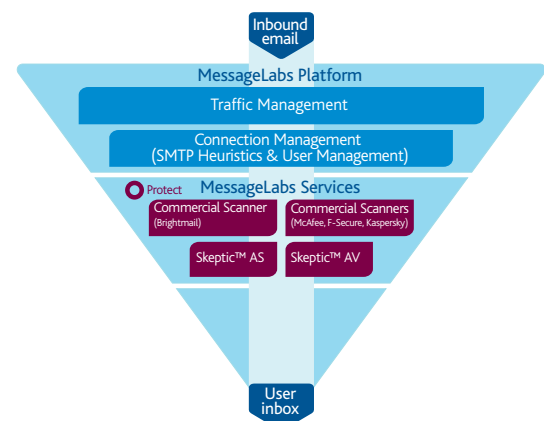
- **Traffic Management** – reduces overall message volume through the use of techniques and technologies that operate at the protocol level. Unwanted senders are identified and connections to the mail server are never made, but slowed down – effectively blocking the unwanted sender from sending additional emails. Volumes are significantly reduced while still ensuring there are zero chances of false positives.
- **Connection Management** – uses techniques to reduce the overall volume of messages by identifying legitimate connections while discarding illegitimate connections based on client user, mailbox or alias address lists, SMTP heuristics or similar techniques.
- **Commercial scanners** – detects and stops all known virus, spam and Phishing threats, using database technology and pattern matching to compare potentially infected or inappropriate email to all known signatures. In order to stay up to date, MessageLabs automatically receives all signature file updates from the vendor and immediately updates our engines.
- **Skeptic™ Technology** – MessageLabs unique predictive technology proactively monitors, tracks and provides industry-leading protection against emerging virus, spam and Phishing threats before they get near your network. Using predictive intelligence, Skeptic learns from every message it sees – updating and evolving with every new threat, and building on its already vast knowledge base. The global database replication architecture within Skeptic allows knowledge gained in one part of our network to be applied globally in real time.

Email Anti-Virus

- **100% protection** from known and unknown viruses, trojans and other forms of malware – saving you from spending extensive time and resources on dealing with outbreaks and the associated clean up
- **Continuous and automatic updates** performed across the network, providing zero-hour protection from even the most advanced viruses, worms and other forms of malware long before traditional AV signatures are available
- **Configurable** to your organization’s needs, providing multiple detection techniques and routing options for email intercepted as viruses
- **SLA** guarantees that no known or unknown email viruses or malware will reach your network

Email Anti-Spam

- **Reduces number of received unsolicited messages** – eliminating the loss of productivity associated with reading and deleting spam, and reducing related processing, storage and bandwidth costs
- **Customizable** by specifying domains and blocked or approved sender lists; includes multiple detection techniques and handling options for messages identified as spam
- **SLA** guarantees a spam capture rate of at least 95% and the assurance of a false positive commitment of 0.0004%



MessageLabs Email Control services enforce email acceptable use policies and ensure relevant regulatory and legislative compliance by controlling image and text-based email content that enters and leaves your organization. The services are highly configurable for your environment and allow for various sensitivity settings and routing options. This gives clients greater control for enforcing policy over inbound and outbound content while protecting confidential information and their company's brand.

“The very nature of email increases the risk for organizations...Businesses should not only rely on email security policies to keep them risk free – protection also requires the right tools in place that scan and detect potentially damaging or offensive content in email.”

Matt Cain, Senior Vice President, META Group

“The MessageLabs Content Control service has really helped Barnardo's to enforce our email security policy, protecting the company and our employees from the potential risks associated with the misuse of our corporate email. The reliability of the managed service has enabled our IT department to concentrate on their core task of supporting the organization's work with children and young people, rather than spending considerable time and effort maintaining our prior systems.”

Senior Messaging Specialist, Barnardo's

Email Content Control

- **Identifies and controls** confidential, malicious or inappropriate content sent or received by your employees
- **Monitors and enforces acceptable use policies** – helping to protect your employees and your brand, and safeguarding against the increasing risk of litigation
- **Advanced technology** incorporates textual scanning, lexical analysis and attachment controls along with configurable usage rules
- **Replicates your email use policy** with complete customization – set permissions at organizational or user level and create time-managed controls so that rules apply at certain periods
- **Configurable to your needs** so you can manage the size of inbound email; control the number of attachments received; manage file formats with approve and block lists; monitor the usage of keywords; and use location filters so that certain users or domains cannot send or receive email to and from selected organizations

Email Image Control

- **Protects your organization** from hostility in the workplace and sexual harassment lawsuits related to inappropriate images, and the damage these lawsuits can cause your organization's reputation and finances
- **Ground-breaking Image Composition Analysis (ICA)** identifies inappropriate images, going beyond standard flesh tone analyzers to provide more accurate detection of pornographic and other unwanted images
- **Automated service** requiring no intervention from individuals but is fully customizable by administrators, allowing you to select the level of analysis you require
- **Multi-layered protection** incorporates several filters, each with its own analysis capability, that exceed traditional solutions in determining whether an image is inappropriate or not
- **Configurable** to match your acceptable email use policy by allowing for different sensitivity settings and routing options

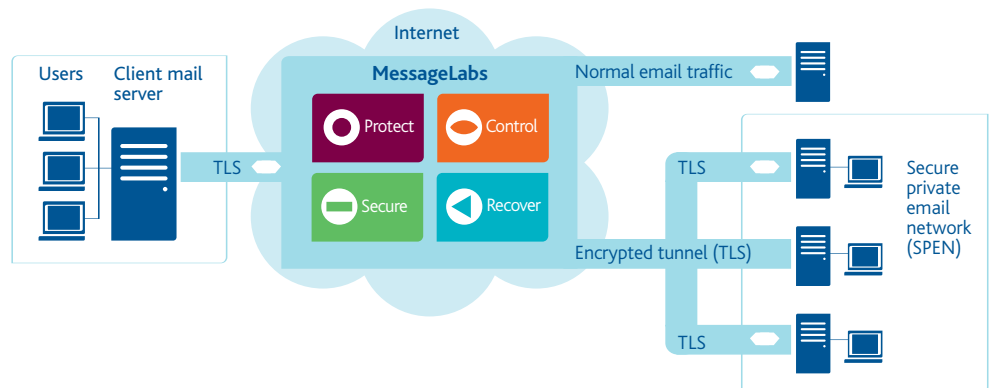
MessageLabs Email Secure services allow you to ensure the confidentiality and integrity of your email communications. The services guarantee communications and business information are securely encrypted, while remaining transparent to end users and reducing internal administration and management resources.

“Secure messaging is becoming more critical in the enterprise and SMB markets, driven by regulations like Sarbanes-Oxley and Gramm-Leach-Bliley, as well as a need to protect critical communications of various types.”

Michael Osterman, President,
Osterman Research, Inc.

Email Boundary Encryption

- **Ensures confidentiality** of email communications with nominated clients and partners, delivery on the promise of trust inherent to good working relationships, and appropriate management of sensitive information
- **Offers a secure private email network** between organizations and their nominated business partners to ensure the end-to-end delivery of encrypted communications
- **Requires minimal management** and is completely transparent to the end user – without the need for complicated hardware or software to setup, configure or maintain
- **Guarantees fully encrypted email** sent and received within the private network to ensure confidentiality and compliance with the relevant privacy regulations



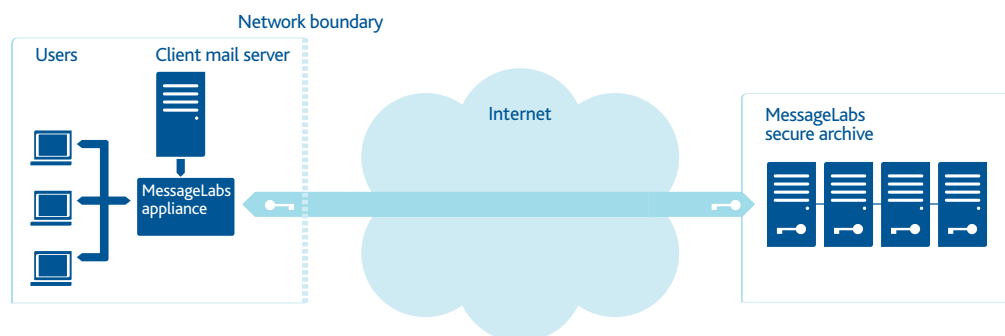
MessageLabs Email Recover services provide a central repository for archiving all corporate email and ensure that only email required for compliance is archived through a customized, configured email policy. This reduces the amount of overall email stored without jeopardizing compliance with regulations and policy. The Email Recover services capture and archive all email entering and leaving your network, providing multiple storage options alongside easy access to and tracking of the archive.

“38% of organizations have been ordered by a court or regulatory body to produce employee emails; in an organization of 2,000 employees that number jumps to 50%.”

Osterman Research, April 2005

Managed Email Archiving

- **Archives and manages** all email necessary for compliance, through a central repository of all corporate email
- **Enables compliance with all major regulations**, through the use of standard compliance policy templates provided by the Administrator Interface
- **Provides an easy to use policy management interface**, allowing you to import existing corporate email policy, create a new policy, or use the provided templates to create policies
- **Guarantees 100% privacy** by encrypting all email that is stored in the archive and all searches performed against the archive, i.e. everything that passes in and out of the corporate network



MessageLabs Web Protect services mitigate the risks associated with known and unknown Web-borne malicious code threats, spyware and adware. The services combat threats on a global level, providing multi-layered protection against all malware such as viruses, Trojans, backdoors, browser exploits, Phishing sites, spyware and adware. Operating at Internet level, the Web Protect services combine best-of-breed technology and techniques with proprietary proactive technology – protecting your organization from malicious Web content before it gets near your network or end users.

“The single-minded focus, expertise and scale of managed email sanitization services bring immediate value to businesses by solving a difficult problem that they no longer have time for: fighting email pollution. Web traffic filtering represents a next logical step for managed services. Business will increasingly look to specialized vendors to help them solve problems associated with web-based malware, spyware and inappropriate content.”

**Andrew Jaquith, Senior Analyst,
Yankee Group**

“The success of the MessageLabs email virus scanning and spam filtering solutions made us very receptive to outsourcing web scanning too. The Internet is so crucial to our business that we couldn't afford to delay in finding a solution. With 650 machines connected to the network, the managed Web Services were a cost-effective and easily deployable choice.”

**IT Director, Condé Nast
Publications**

Web Anti-Virus

- **Protects your organization** from malicious Web content at Internet level
- **Analyzes web content** using multiple commercial virus scanning engines to identify known viruses
- **Identifies and stops all unknown web viruses** with Outbreak Intelligence™ Web heuristics
- **Scans Web traffic in real time** with no noticeable delay
- **Provides industry-leading coverage** by using a combination of advanced algorithms and data analysis

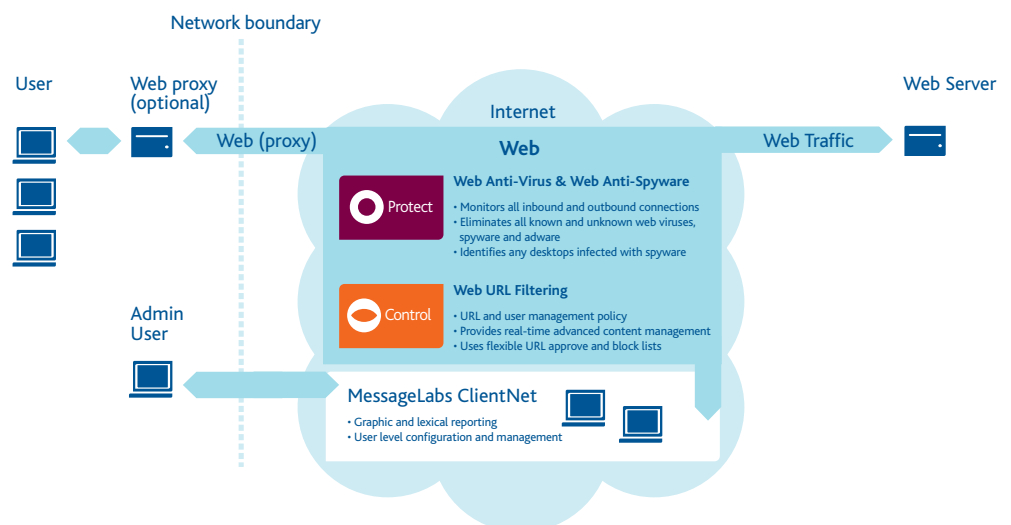
Web Anti-Spyware

- **Monitors all inbound and outbound connections**, providing comprehensive coverage against spyware, adware, and Phishing
- **Intercepts known spyware** through signaturing system while all unknown spyware is identified and stopped using Outbreak Intelligence™ Web heuristics
- **Uses approve and block lists** to enable organizations to create and modify policy from stringent to more flexible access (e.g. allow non-malicious adware)
- **Identifies infected desktops** through detection of outbound spyware via customized user notification

MessageLabs Web Control services enforce Internet acceptable use policies and enable organizations to optimize productivity levels, ensure regulatory compliance by monitoring and controlling Internet content, and reduce risks of employee litigation. The service is highly configurable and allows for various URL category and content-based policies, giving you greater control while protecting your employees and your brand reputation.

Web URL Filtering

- **Enforces your URL and user management policy** – control access to webmail, define acceptable URL categories, and control access by unauthorized groups or users
- **Protects your organization against liability** for any illegal or damaging Internet content your employees may access and any associated risks such as defamation of character, breach of contract or sexual harassment claims, costly litigation or disclosure of confidential information
- **Provides real-time advanced content analysis** with over 55 different content categories and flexible approve and block lists
- **Easy setup and complete control** – sophisticated categorization database provides enhanced control over filtering of URL lists and groups



The MessageLabs experience

The MessageLabs user experience provides peace of mind, ease of use and certainty for our clients and partners. As a fully managed service, your journey with MessageLabs starts with easy setup and configuration and continues with online tools and 24/7 support, giving you complete control and ensuring that your electronic communications remain protected and secure.

Our industry-leading portal solution gives us the ability to serve our partners and clients through customized extranets. This platform provides us immense flexibility to deliver business applications, content and collaboration tools within the same interface, providing a tailored online experience that is relevant, productive and simple.

By centralizing the online experience on the portal platform, we are able to maximize value for our users through self-service applications – from initial service ordering and configuration through to ongoing reporting and support. Our two primary extranets are ClientNet, for our clients and PartnerNet, for our partners.

ClientNet

- **Service configuration:** enables clients to set policies, customize actions for specific threats, manage quarantine settings and specify service notifications
- **Service reporting:** dashboard provides valuable information for your messaging environment and detailed, customizable reports on each client's specific email and web threats received, individual recipients and policy compliance
- **Online support:** a range of support options including KnowledgeBase search, Support Ticketing Center, Service Guides and customized support contacts
- **Service alerts and updates:** real-time alerts regarding the status of MessageLabs services and notifications of new service features
- **Market and company news:** intelligence reports, white papers and MessageLabs news
- **Partner customizable:** allows partners to configure ClientNet for their clients by specifying content, functionality and branding elements

PartnerNet

- **Customized experience:** customized access, content and functionality by individual user's functional role, geographic region and MessageLabs partner type
- **Sales enablement:** sales literature, training materials and online lead registration
- **Marketing enablement:** current campaigns, campaign templates, brand resources, image gallery and literature
- **Online ordering:** online service ordering and change management
- **Online support:** a range of support options including KnowledgeBase search, Support Ticketing Center, Service Guides and customized support contacts
- **Market and company news:** intelligence reports, white papers and MessageLabs news
- **Working with us:** partner program documentation and engagement guidelines



Service & support

The MessageLabs team of client service managers, engineers and support personnel actively manage your email and web traffic every minute of every day. Our teams reside locally and act globally – an approach that has proven successful in providing excellent diversity and coverage.

With a global client base, MessageLabs is experienced in providing around the clock, multi-lingual support with local expertise in most major commercial languages. All other major languages are supported through in-line translation, allowing us to provide direct support in any country in the world.

All MessageLabs clients benefit from a full range of service level agreements (SLAs), guaranteeing the complete certainty and continuity of your business. Our industry-leading SLAs for service performance, service availability, email latency and fault response allow you to evaluate the effectiveness and impact of our services. Our combination of SLAs and powerful self-management tools enable us to manage email and web traffic, and resolve any technical queries without delay, round the clock.

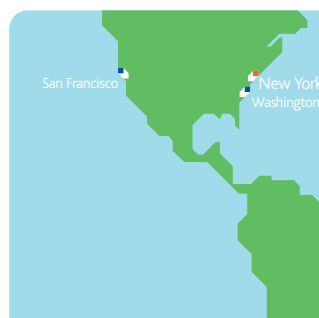
Global infrastructure

MessageLabs data centers are currently located in the Americas, the UK, Netherlands, Germany, Hong Kong and Australia. The global reach of our infrastructure means MessageLabs can detect global threats as they emerge and process electronic communications traffic locally – in the region of origin and/or destination.

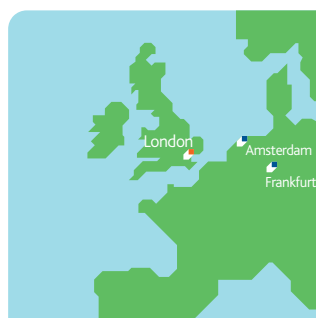
Every data center is scalable and secured to the highest standards. Densely populated with clustered high performance servers, each cluster has full redundancy within itself and all other hardware is duplicated.

The architecture is load balanced to provide enormous processing power and complete failover protection, backed up by strong service level agreements for network availability and the prevention of email or bandwidth loss. The result is a dynamic global platform that provides maximum resilience.

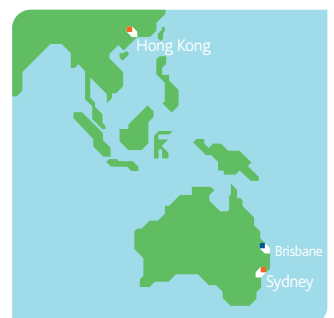
Regional Clusters (Americas)



Regional Clusters (EMEA)



Regional Clusters (APAC)



■ Data center
■ Data center and network operation center

With a global presence spanning four continents, MessageLabs serves more than 12,000 clients in over 80 countries around the world. MessageLabs clients are international leaders that understand the importance of absolute security, reliability, and cost management of their messaging environment.

Select Clients

AEGON	Manpower
Arnold Worldwide	Marshall Aerospace
Bank of New York	McCain Foods Limited
Bic International	McDonalds
BMW GB Ltd	Melitta GmbH
Britannia Airways	Moen Incorporated
British American Tobacco	NSWNet
Cable & Wireless	Odyssey Healthcare
Capita Group	QBE
CLSA	Rentokil Initial
Condé Nast Publications	SIRVA
GMAC-RFC	Sunwater (Australia)
Health Partners	The Federal Reserve
Incepta Group Plc	Thiess
InterPharma	Toshiba America
Keane	Virgin Blue
Lastminute.com	Wilkinson & Grist
Mandarin Oriental Hotel Group	

MessageLabs partners include more than 800 leading companies worldwide, giving you the freedom to work with your preferred vendor.

Select Partners

BT	KPN
Cable and Wireless	MCI
CSC	Star
HP	Unisys
IBM	

Accolades & awards

MessageLabs Positioned in "Leaders" Quadrant

According to Gartner, Inc., "Leaders are vendors who are performing well today, have a clear vision of market direction and are actively building competencies to sustain their leadership position in the market." MessageLabs is positioned in the Leaders Quadrant in Gartner's Magic Quadrant for Email Security Boundary, 1H05. (June 2005)

VeriTest Awards MessageLabs Anti-Spam Service a Five-Star Rating

The VeriTest Anti-Spam Benchmark Service awarded the MessageLabs Anti-Spam service the highest available five-star rating after observing an average capture rate of 99.29 percent and a false positive rate of 0.00 percent in the vendor tuned set of tests. (April 2005)

SC Magazine: Best Security Solution, Global Awards Winner, 2004

In 2004 MessageLabs was a finalist for four SC Magazine awards, including Best Blended Security Solution, Best Security Service, the Blue Riband Award for Best Security Company 2004, and the prestigious Best Security Solution. MessageLabs won the Best Security Solution Award, beating finalists including Qualys, RSA Security, and Symantec.

CRN Gave MessageLabs Five out of Five Stars for Technology

"A managed service that requires no hardware or software yet promises to keep a company 100% virus-free – and even offers a refund if a virus enters – may sound too good to be true, but it does exist. MessageLabs, a New York-based provider of anti-virus, anti-spam, Internet content filtering and managed services, does just that, offering up the right remedy to companies looking for managed email security services. (February 2004)

Be certain

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