

Safe in the knowledge





Face the facts

Email is a killer application in every sense. Behind its success as a universal business tool there looms a real threat to the security of your business.

Viruses, spam, pornographic material and other harmful or unwanted content can seriously damage your company.

Email security is an issue which pervades whole organisations. And it's not just about loss of productivity. Legal liabilities, IT resources, sexual harassment, HR issues and company policy - they are all exposed to the real and ever increasing threats posed by email. While IT departments have to enforce the organisation's email security policy and pick up the pieces when problems occur, the entire organisation is potentially at risk.

You must therefore be safe in the knowledge that your email security is totally effective.

The lifeblood of an organisation, email is independent of time, location and platform and therefore difficult to control. People today expect to be able to send and receive email instantly and globally via multiple devices, regardless of time and location.

An equally global and ubiquitous solution is needed to address the rapidly escalating problem of email security.

We protect what we care about

Your first and strongest line of defence

Email by definition is exposed. The priority of organisations, no matter what their size or location, is to manage that exposure.

Email security is not just about installing software at server and PC level. These solutions are only effective on a reduced level once a threat is known about.

By that time the damage can have already been done. Above all, they offer no protection against fast breaking threats or new spamming techniques.

They are also time consuming to update and difficult to manage. The most effective and efficient solution is to eliminate the threats *outside* the boundaries of your network and *before* they reach you.

MessageLabs is the world's leading provider of managed email security services. Our global infrastructure acts as your first line of defence by scanning email and eliminating threats such as viruses, spam and other unwanted content before

they reach you. With MessageLabs, you get delivery integrity, availability, validity and economies of scale. By combining world-class patented technology, a multi-million-dollar global architecture and world-class around-the-clock support, we can deliver what your organisation so crucially needs.

Complete peace of mind from



"We see MessageLabs as an important additional component to our existing security strategy. Our investment in the email anti-virus service continues to demonstrate Lloyds TSB's commitment to security."

Bob Spencer, Head of IT Security & Risk, Lloyds TSB Group

complete email security



Viruses can not only close down an organisation and cut it off from the outside world for hours and even days, involving considerable downtime and money, but can also erase business critical information.


Spam can result in dramatically reduced productivity as well as reduced bandwidth. Increasingly hard to spot and eliminate, it now represents over 30% of all incoming email to businesses.

Pornographic material again can result in wasted time and resources, with employees being exposed to increasingly offensive, unsolicited material, and even in criminal prosecution for the management.

Malicious and damaging content can ruin a company's brand and financial stability through industrial espionage and the leaking of confidential information.

"Today's measures are based primarily on reacting and responding to email threats once they hit the enterprise. In order to defend against the dynamic and changing nature of threats such as viruses and spam, enterprises must be equipped with proactive and more intelligent defence solutions."

Maurene Caplan Grey, Research Director, Gartner



"We saw a growth in virus activity. Our own experiences were infrequent, but our dependence on the network and the increase in virus traffic were the driving considerations when we considered MessageLabs. The MessageLabs model is the right one for the problem. It is appropriate and highly effective."

*Nick Price, Director of Technology,
Mandarin Oriental Hotel Group*

Today's thinking for a difference tomorrow

Leading the way

Over the years MessageLabs has set, and continues to set, the standards for email security by successfully delivering an ever-expanding range of managed services.

Everyone is used to being able to turn on a tap and drink clean water. That's the basic principle behind the MessageLabs Email Security System. It enables customers to filter out anything contained in an email which is potentially damaging, harmful or not in the best interests of their business.

Through our portfolio of actively managed services, MessageLabs' customers are protected from email borne threats such as viruses, unsolicited mail, pornographic material and other potentially harmful or unwanted content.

All of MessageLabs' services are managed and delivered at the Internet level, meaning that they require no additional hardware, software or management time from the customer.

To complete the picture, MessageLabs' specialist engineers offer customers 24 x 7 x 365 days a year global support.

Towers of strength

The MessageLabs managed services are powered by a global network of email 'control towers', which currently spans Germany, Hong Kong, the Netherlands, UK and USA.

Each tower is built upon a secure, scalable architecture, capable of handling millions of emails every day.

Customers' email is re-routed through the control towers and is scanned for all threats through a combination of industry leading scanners and Skeptic™, MessageLabs' predictive heuristics technology. The process causes no discernible delays to the user.

Updates are performed continually to keep pace with the changing nature of email security threats. By continually adapting and storing the profiles of each new threat which is detected and stopped, Skeptic's unique intelligence ensures that MessageLabs can offer complete email security and set the standards for the industry.

Skeptic, the secret of our success

Skeptic, MessageLabs' revolutionary and patented predictive heuristics, is the most advanced email security technology in the world. It is based on an ever-expanding knowledge base of email security threats to identify viruses, spam and pornography without the need for time-delayed updates like traditional software.

Our Email Security System is made up of four components embracing the key issues of virus, spam, pornography and content control:

No more viruses

The MessageLabs anti-virus service uses multiple scanners and Skeptic's artificial intelligence to detect and stop all viruses, known and unknown, before they reach you. The service comes with a unique 100% Service Level Agreement in applicable countries as proof of its unrivalled effectiveness.

It has protected our customers from all the major virus outbreaks of recent times, often many hours before a fix is available from traditional anti-virus software vendors.

Giving you the all clear

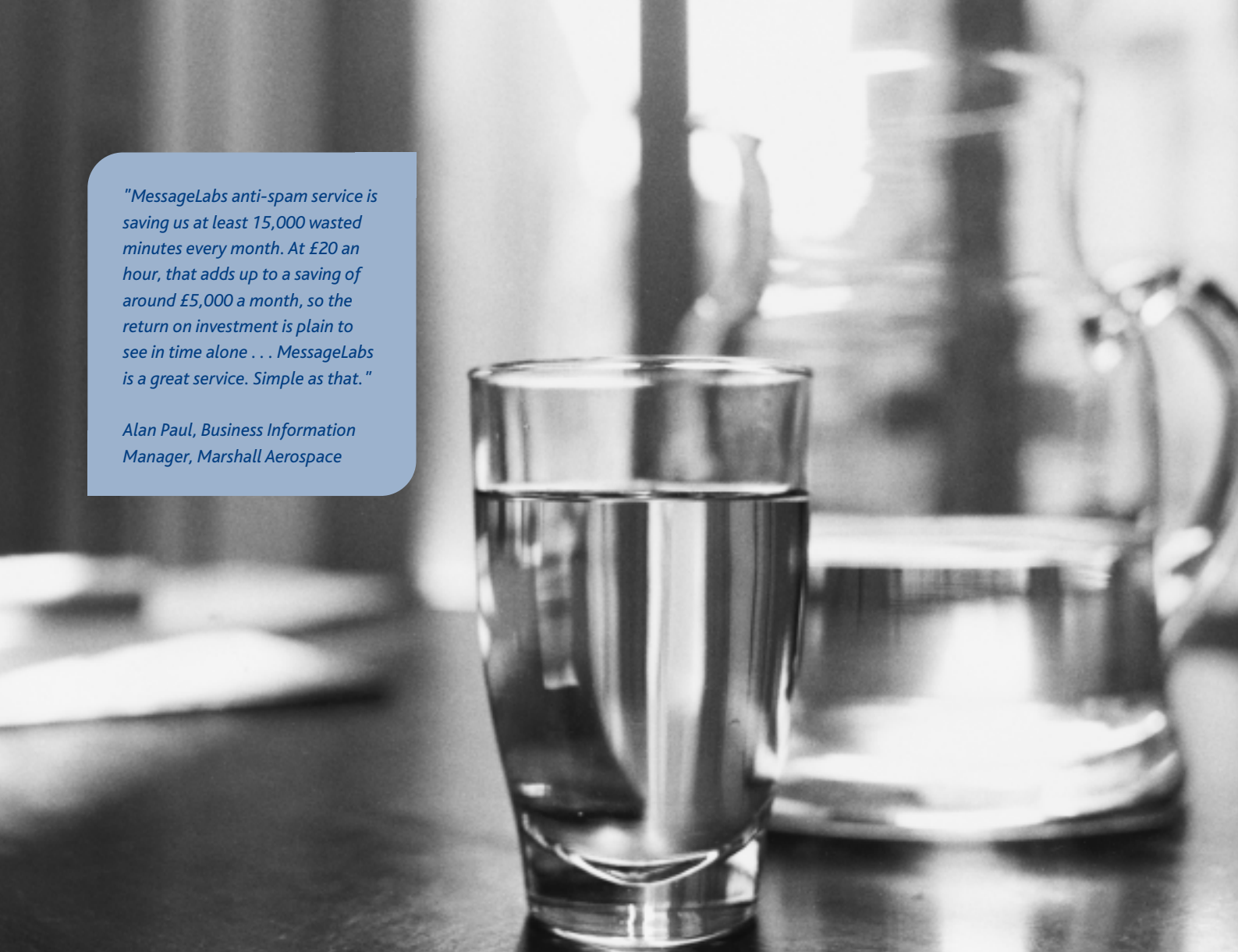
Reduce spam dramatically

Spam is a notoriously difficult issue to tackle. However, the MessageLabs anti-spam service uses a combination of Skeptic technology and customer configurable blacklists/whitelists to identify and re-route spam before it reaches you.

Because spam is so dynamic, the MessageLabs service uses a wide range of techniques including deliberately attracting spam with 'honeypots' which

allow our system to learn about new and emerging spam techniques. This is combined with Skeptic's artificial intelligence to eliminate 'false positives' and 'false negatives', ensuring that only real spam is eliminated.

The result is a highly effective filter mechanism which in a recent independent evaluation came out as the clear leader in terms of filter accuracy (96.4%).



"MessageLabs anti-spam service is saving us at least 15,000 wasted minutes every month. At £20 an hour, that adds up to a saving of around £5,000 a month, so the return on investment is plain to see in time alone . . . MessageLabs is a great service. Simple as that."

Alan Paul, Business Information Manager, Marshall Aerospace

Filter out pornographic material

The MessageLabs porn filtering service uses Skeptic's ground-breaking image composition analysis to detect pornographic images. The service is flexible enough to allow for different sensitivity settings and routing options depending on the customer's policy. Skeptic goes beyond the flesh tone analysers found in other competitive services and uses a massive neural network of shapes, textures and definitions to deliver a more refined and accurate elimination process.

Control your content

The MessageLabs content control service uses Skeptic technology to identify confidential, malicious or inappropriate content according to your settings. The service offers a key safeguard against distribution of inappropriate words or phrases, loss of intellectual property, disclosure of confidential information, defamation of company name, abuse of mail and protection from potential legal action that might arise from transmission of email.

Making it our business to care about yours

The completely safe pair of hands

A world-class managed service demands equally world-class support. With MessageLabs' expert team of engineers and support personnel actively managing your email security 24 x 7 x 365, we can ensure that your organisation is not exposed to email borne threats and gain complete peace of mind.

A truly global architecture

The email security threat is global and ubiquitous. The MessageLabs architecture is therefore the same. MessageLabs' control towers are clustered at major Internet hubs across the globe and densely populated with high performance servers. The towers are part of a global infrastructure which is architected for maximum resilience. The towers have been designed so that we can easily and rapidly respond to changes in volume and throughput. They are fault tolerant and continue to work despite the loss of any single component.

They are load balanced to ensure that our customers experience a consistently high level of delivery performance irrespective of any increase in email volume or size.

We are fully aware that our customers trust us with one of their most critical business assets – their email – and we take this responsibility very seriously.

Management of our internal security is based on the BS 7799/ISO 17799 standards for information security management, which have been adopted around the world, to ensure that our whole organisation, business processes and technical installations are secure. MessageLabs obtained the BS 7799/ISO 1799 certification in November 2002 following an audit by Lloyd's Register Quality Assurance.



Truly global support

MessageLabs' customers receive unprecedented levels of technical and user support through the MessageLabs global support network. We believe the most robust support model is grounded in global standards delivered through regional hubs around the world. At the nucleus of our support network is the MessageLabs Global Operations Centre (GOC), based in the UK. The GOC provides customer support worldwide 24 x 7 x 365. Our regional support teams, located in the US and Hong Kong are available to ensure seamless and consistent support to our customers, regardless of their location.

With InSight, MessageLabs' web-based management tool, customers are kept informed and in control with a wealth of online statistics and management reports in real time, enabling them to see how the MessageLabs managed services are performing for their business. They can also identify trends in email activity and act upon them.

InSight allows them to self-administer aspects of the MessageLabs service, backed by expert telephone support.

"We have found MessageLabs to be very pro-active and supportive in terms of customer services. The InSight on-line reporting system provides very useful data on the performance of the service and gives our management good visibility of the value being provided by MessageLabs. As the IT Security Manager for the group, InSight also gives me the capability to easily view email activity in any of our operations around the globe."

*Murray Lacey, IT Security Manager,
QBE Group*

Relationships built to last



"We have been extremely impressed by the level of service provided by MessageLabs to ision and its customers, so it made perfect sense to extend this relationship. Security is a very high priority of ours, and both we and our customers need to be certain that we have the highest level of protection. We are confident that MessageLabs can provide this for us."

*Peter Döring, Sales Director,
ision GmbH*

The best of both worlds

Enterprises from all over the world, in every industry sector, rely on MessageLabs to ensure that their email is secure.

Our business is built on customer recommendations and long-lasting relationships. We are also referred to and consulted as the leading authority on email security. The result is that MessageLabs has an increasingly commanding presence throughout the world.

Customers

World renowned companies have chosen MessageLabs to provide email security services including:



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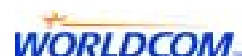


Channel partners

MessageLabs has a strong global network of channel partners so that together we can deliver an integrated solution to the customer.

Our partners consist of Service Providers, System Integrators, Value Added Resellers and complementary referrers (MessageLabs Associates).

MessageLabs' partners currently include:



Our knowledge is your business

The company

MessageLabs' strength is built on a track record of delivery and leadership

- The world's first Internet layer email security service
- Global infrastructure
- Proven and patented technology
- High quality investors
- Complete email security portfolio
- Fully managed services 24 x 7 x 365
- Over 5,000 corporate customers
- Part of Star Technology Group
- The only email security company with BS 7799/ISO 17799
- Part of the Critical National Infrastructure
- 99% customer retention - the highest in the industry

The Email Security System

Anti-virus

- Unique 100% Service Level Agreement in applicable countries
- Stops all viruses – past, present and future
- No discernible delay to the user
- Updates are performed continually

Anti-spam


- Uses predictive heuristics to identify spam
- Customer configurable whitelists and blacklists
- Performance levels of 96.4% in independent tests
- Web-based management interface
- Improves productivity and alleviates bandwidth

Porn Filter

- Unique Image Composition Analysis technology
- Configurable sensitivity settings
- Identifies pornography entering and leaving an organisation, offering additional protection against legal action and loss of hard-earned brand equity

Content Control

- Ensures that email is being used in the best interests of your company
- Manages the size of inbound emails, setting restrictions for specific users and groups
- Manages timed delivery of emails with multiple attachments
- Manages the file formats that are allowable in your organisation
- Monitors the usage of key words and manages email abuse



"Since we went with the MessageLabs service, we've not had a single virus come through. That's pretty amazing when you consider the volume of our email traffic. Just as importantly, the service ensures that we don't send viruses on to our customers or business partners. So we gain the additional value of protecting our corporate image."

Jack Fekula, Manager, Systems Integrity Team, Air Products

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