

I.C.E. Box Anti-Spam/Anti-Virus Network Appliance

In less than 24 hours your company can become 100% spam and virus free with 0% false positives and virtually zero administrative maintenance.

According to Nucleus Research, spam cost U.S. businesses \$87 billion dollars last year. Stopping spam from entering corporate environments is a top priority for executive management. Not only to deal with lost employee productivity, but also to combat the rising use of spam to initiate fraudulent schemes, denial of service attacks, and to spread computer viruses. In some organizations, spam now represents over 80% of the inbound email stream. The correct choice in combating spam can have a dramatic effect on your business and your bottom line.

Robust Enterprise Class Solution

Sendio offers an alternative solution to the current practice of reducing spam by using “filters.” Place the I.C.E. Box anywhere in your messaging stream and say goodbye to spam. Sendio delivers an easy to deploy enterprise class appliance that secures your messaging stream by blocking 100% of spam with zero false positives. Designed for quick deployment, the Sendio I.C.E. Box is a high-availability network appliance that scales to handle a virtually unlimited number of email messages per day. The I.C.E. Box combines the security of a hardened Linux kernel with Sender Address Verification technology to ensure your business enjoys maximum protection from unwanted commercial email. The easy to use browser based interface affords administrators and end-users the ability to precisely control the flow of mail to the inbox.

“The biggest thing we can do to reduce spam is sender authentication.”

- Brian Sullivan,
Senior Director for Mail Operations
America Online

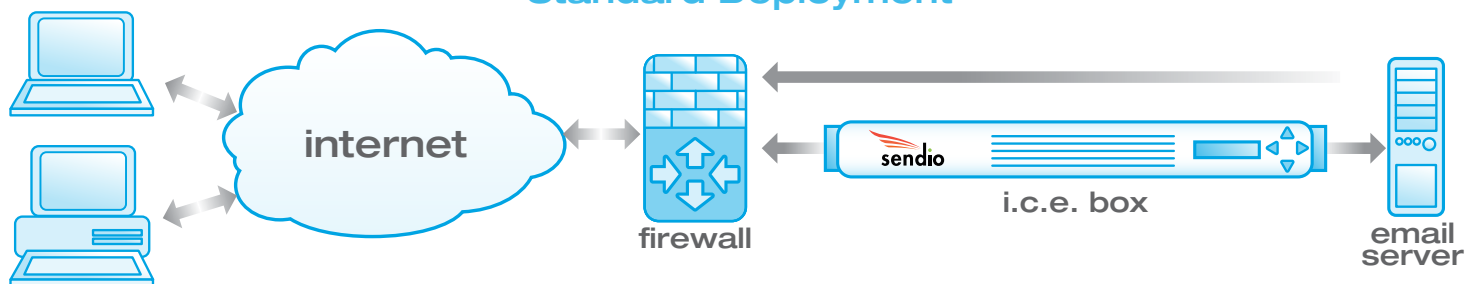
The Root Cause of Spam

Spammers rule the Internet today because the SMTP email protocol was developed in an era where all senders were trusted. The SMTP protocol makes no provision for authentication of senders, thus opening the door to spam. Other anti-spam companies use complex algorithms (a.k.a. “filters”) - that are at best 85% effective - to address the problem. The Sendio I.C.E. Box stops 100% of computer generated spam by implementing next generation Sender Address Verification technology, effectively closing the door on spam immediately.

Filters Don't Work

The technology of filtering out spam can not possibly keep up with the ever changing nature of spam. Filters guess about the nature of a message based on its structure and content. This approach creates a game of cat and mouse between spammers

Standard Deployment



and IT professionals attempting to block unwanted commercial email. It is also impossible for a filtering solution to eliminate spam without also occasionally rejecting legitimate email (a false positive). The I.C.E. Box never decides what is spam. It relies on a simple alternative approach which performs a one time Sender Authentication for each email sender. There are no complex algorithms used or reliance upon third parties to determine what is spam. The result is the complete elimination of unwanted computer generated email with zero false positives

Why an Appliance

The Sendio I.C.E. Box is easy to install and maintain, requiring almost zero ongoing administrative support. It Integrates with virtually any email system and has the capacity to protect the corporate network at the perimeter. Off-loading spam protection to the I.C.E. Box improves email uptime and extends the life of your current messaging infrastructure. The I.C.E. Box also provides a fault tolerant (optional) front end to your mail server – if your mail server goes down the Sendio I.C.E. Box will warehouse email until the mail system comes back on line.

Key Benefits & Features

- Eliminates 100% of machine generated spam. Anti-virus scanning of all messages.
- 0% False Positives - No more risk of missing an important message.
- No quarantine folder - The end of lost productivity.
- No filter rules or algorithms required - Administration headaches are virtually eliminated.
- Dynamic Acceptlisting - Every important message gets delivered. First time senders receive immediate acknowledgement - Restores confidence in email as business tool.
- High Performance, High Availability, Fault Tolerant configuration options available.

Hardware

- 1U Rackmount Chassis
- Intel® P4 Processor (Hyper Threaded)
- 1 GB RAM
- 2 x Intel® Gigabit Ethernet ports
- 2 x 160GB SATA Disk Drives

Administrative Interface (Browser based)

- Company-wide accept listing and drop listing
- Enable SAV by user or domain

End-user Interface (Browser based)

- Easy address book import
- One button accept listing

System Features

- Installs in minutes
- Built-in virus scanning
- High-availability Cluster (optional)
- 0% False Positives.
- Seamlessly integrates any mail server
- Hardened linux kernel
- Fits in standard racks
- Multiple domain support
- 30 day money back guarantee