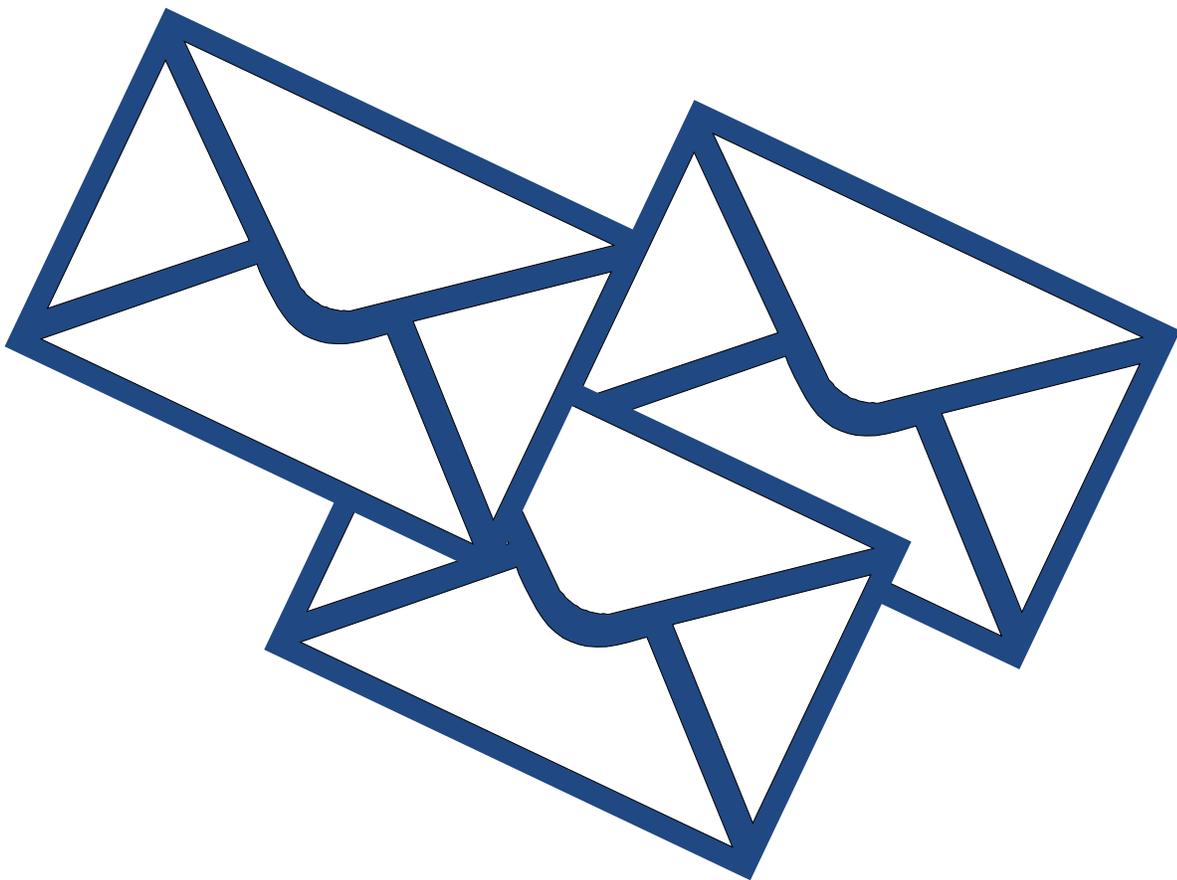


# FIGHTING THE WAR AGAINST SPAM MAIL: INTERNET LIGHT AND POWER BATTLES BACK



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## A NEW PHILOSOPHY IN EMAIL

**W**e have all experienced it before. You return to work from a weekend or a vacation to find that your email box is full of get rich quick schemes, weight loss ads, and graphic adult content. Unsolicited Bulk Email (UBE) or "spam" has become a major concern for Internet users due to the increasing amount a typical Internet user receives. There have been many proposals for technical and legislative solutions, but none have managed to put a dent in the amount of spam mail that is being sent to our inboxes. This paper will outline the definition of Unsolicited Bulk Email and the costs associated it. This paper will also examine Internet Light and Power's new Anti-Spam tool, iPermitMail, and the features that will help win the war against spammers.

### Definition and Problems

Unsolicited Bulk Email (UBE) or "spam" mail is email sent to a group of recipients who have not requested or opted-in to receive it. The term "spam" was first used in the Usenet news community as shorthand for messages sent to a large number of users or messages that were sent repeatedly. From there the word spam has transformed into a generic term for unwanted email of all kinds, including marketing driven messages, pyramid schemes, or political messages. Spam has now become a term for any content that is found to be offensive. Added to the mix of this discussion is legitimate email marketers who want to use today's technology to reach a large number of customers quickly and inexpensively.

So why is spam mail such a problem for Internet users? Because it takes up time, costs money and is offensive. The average business email user receives three spam messages a day, and in three years that number will grow to forty. "According to Ferris Research, in 2003 we'll waste 15 hours deleting email, compared to 2.2 hours in the year 2000. That will cost the average business in the future \$400 per in-box, compared to \$55 today. Spam can even threaten privacy or bring viruses to your system."<sup>1</sup>

Legal solutions to the problem are slowly evolving. Efforts to regulate spam have begun in Australia, the European Union, and in the United Kingdom. International anti-spam laws may be the most effective way to deal with spam mail, but in the mean time we are left with technical fixes and anti-spam software.

### Technical Solutions

Users and Internet Service Providers have tried a wide variety of solutions for years to prevent or stop unsolicited email from reaching its destination. They have used various software solutions, built firewalls to keep mail out from offensive sites, and have filtered or blocked unsolicited email using keywords or blacklists. The down side to all of these technical fixes is that these techniques can often block legitimate email from reaching its destination and require a major investment in time and effort to set up rules and conditions.

### iPermitMail: A new philosophy

Internet Light and Power is introducing not only a new solution to help battle this ongoing problem, but a new philosophy for using email. Imagine being able to configure your email program in less than five minutes to receive email from only those recipients you permit. With iPermitMail the possibilities are endless.

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<sup>1</sup> PC World: Analysis: The spam overload of 2000

Built on the strength of the permission engine and Adaptive Inheritance, iPermitMail ensures only authorized email is received. Once analyzed and processed each piece of email is either accepted or sent back for permission. Permission request emails contain a link to the iPermitMail request form. Once the non-authorized sender has completed and sent back the request to the recipient, the recipient has the ability to accept the sender into the permitted list or reject the request.

The iPermitMail system also allows your organization to:

- Import your existing address book.
- Generate reports outlining accepted/rejected messages.
- Configure reports to be sent via email at specified times.
- Add an entire domain name to your accepted list.
- Add time limits to email addresses

## Conclusion

With the introduction of the Internet came great opportunities for businesses to connect around the world instantly. However, it also brought the power to connect to millions via email with one click of the mouse. This power in the wrong hands however has proved to be a costly and intrusive tool.

iPermitMail introduces a new philosophy in protecting your email communication. By allowing and disallowing recipients from sending messages to your email box, iPermitMail gives back the power to the user. Powered by the permission engine and Adaptive Inheritance, iPermitMail provides the sophistication and advanced features users require, with an easy to configure interface. Protect your business today with iPermitMail, the new advanced email solution.