

Postini® White Paper

Email Security for Small Businesses: What's the Right Solution For You?

The Small Business Dilemma: Fighting Growing Email Threats with Fewer Resources

Many small businesses today face a dilemma when it comes to stopping spam, securing their email systems and combating rapidly evolving email threats. They face the same sophisticated email threats as larger enterprises, but they don't have the resources in staff and budget for email protection that larger organizations typically have. At the same time, desktop or shareware anti-spam products are not designed for—nor do they adequately address—the email security needs of small businesses, including multiple-layer protection from spam, viruses, phishing and directory harvest attacks, as well as disaster recovery and compliance with email policies.

Small Businesses a Bigger Target for Spam and Email Attacks

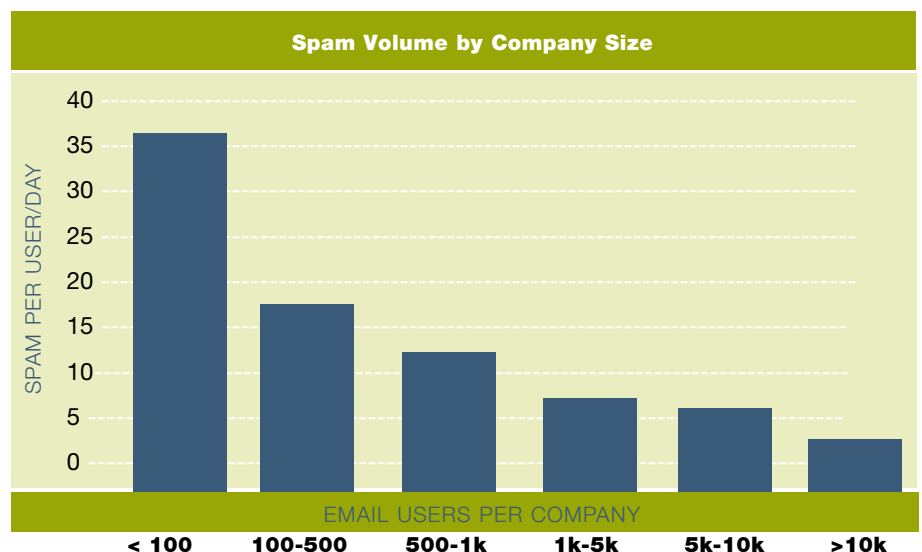
Processing more than 3 billion messages per week, Postini compiles statistics on spam trends and publishes them in an annual report.

Statistics show the amount of spam email users receive varies widely by company size, as the chart here demonstrates. Companies with 100 users or fewer received up to 10 times more spam per user than large companies (10,000 users or more)—over 35 spam emails per user/day. Companies with more than ten thousand email users get the least spam—fewer than 3 spams per user/day.¹

While it is difficult to know exactly why smaller firms get more spam per user, large companies generally employ more comprehensive, holistic information security programs than smaller companies, which should result in reduced incidence of spam-provoking employee behavior. Spammers probably anticipate that small companies will have less sophisticated defenses than bigger companies and therefore may specifically target small companies.

Figure 1 Spam Volume by Company Size 2004

Source: Postini



Guidelines for Securing Small Business Email Systems

To cope with the growing volume of spam and combat the shifting tactics of spammers, small businesses may find it helpful to keep these general guidelines in mind.

Outsource Whenever Possible

A recent AMI Partners study noted that by 2008, more than 3 million small businesses in North America and Europe are expected to adopt a service or hosted approach to satisfy their IT software needs.² With security as a top technology priority for companies with 100 or fewer employees, the use of an outsourced service compared to buying software licenses or purchasing hardware appliances will increase over the next several years.

The reasons for outsourcing email security, for example, are self-evident for most small businesses. In many cases, small businesses have only one or two professionals dedicated to supporting their IT needs, or may even already outsource some IT functions and support. Given the relatively high costs of salaries and benefits for personnel, adding to the administrative burden of IT staff is simply not an acceptable option.

Email security is also not an area of specific expertise for most IT staff members. Keeping up with the latest spam and phishing techniques, and preventing email threats is a challenge best left to experts who specialize in email security.

Finally, devoting in-house staff to stopping spam and preventing email threats can cause an unnecessary drain on limited small business resources. As email security analyst Michael Osterman has noted, "Companies realize that stopping email threats does nothing for the bottom line. Using a managed service for email security conserves IT resources and staff that can be better utilized elsewhere."³

Therefore outsourcing email security whenever possible makes good sense from both a business and technology perspective.

Keep it Simple

In most cases, small businesses represent a relatively simple, homogeneous email environment with one email server in one location. Adding complex software and or appliances that must be installed, configured and maintained, should be avoided. Not only does adding complexity increase the risk of failure, it can add significantly to the ongoing costs of ownership.

Thus, small businesses want and need email security solutions that are simple to implement and easy to use.

Look for Solutions Designed for Small Business Requirements

Because small businesses face the same dangers and threats to email security as large enterprises, they are often forced by vendors to accept the costs and complexity of solutions that do not match their situation. The myriad offerings of appliances and

software products can be confusing for any small business. Look for vendors that offer products and services designed for the small business that can be outsourced, such as a managed service for email security.

"The trend toward managed services will continue," according to Matt Cain of META Group research, "as companies become comfortable with managed services, a faster time to value for the solution, and a simplicity in management and supervision."⁴

Postini Introduces Email Security for Small Businesses

With the introduction of Postini Perimeter Manager Small Business Edition, small businesses now have a managed service option for securing their email system specially designed to meet their requirements. That's because Postini provides small businesses with:

- An outsourced service optimized for the special needs of small businesses
- Activation and configuration that take minutes
- A solutions that requires no installation, no training, and no maintenance
- Award winning, multiple layer email protection that stops spam, viruses, phishing, directory harvest attacks and other threats
- A low monthly fee, with the ability to add users as needed
- A no risk 30-day free trial, immediate payback

Preemptive Protection at the Email Boundary

Postini's patented preemptive email security service moves the battle against spam and viruses outside of your email system to the network perimeter. As a managed service, spam and viruses are effectively dealt with before they have a chance to impact your email system. That's because Postini sits between the Internet and your email server analyzing and filtering all messages before they reach your business.

Postini's patented pass-through technology processes email in real-time, through a highly secure system architecture that operates with no detectable latency, no data loss, and no security compromises. Legitimate email is instantly forwarded to your email server and suspicious email is either blocked and discarded or quarantined to a web-accessible storage area for review by your users. See Figure 2.

Postini Stops Threats Dynamically with Multiple Layer Protection

Postini Perimeter Manager Small Business Edition identifies and blocks malicious or suspect behavior before it can ever reach your email gateway. As messages pass through Postini's data centers, messages are automatically examined by IP address in real time to determine if their behavior exhibits the characteristics of spam, virus, or other email threats. Up to 50 percent of all messages coming in through the Internet at this point are blocked by Postini without examining the message content.

Because of its vast experience observing hundreds of millions of delivery attempts from millions of IP addresses, Postini is able to analyze traffic patterns and connection behaviors from a global perspective. Thus, small businesses gain the advantage of a vast pool of spam

and virus intelligence that each business individually could never hope to attain, even by subscribing to software updates.

Once an SMTP connection is validated or the sending IP address has been cleared as having not engaged in recent damaging behavior, the message is passed through Postini's Content Security (Figure 3) process. Postini filters messages to eliminate viruses and spam using thousands of rules, or heuristics, constantly updated by Postini to reflect new spam and virus types. These new rules are always immediately available to small business customers without the need to download or install any software updates.

No Installation, No Maintenance to Worry About

Postini Perimeter Manager Small Business Edition can be activated in only a matter of minutes with a simple modification to your DNS MX record. Once activated, all emails to your business flow through Postini's data centers where threats are blocked. There is no hardware or software installation, no special training required of your staff, and never any maintenance or updates to worry about. As a managed service, Postini operates 24x7 through multiple and redundant data centers in the U.S. and Europe.

Figure 2 Postini sits between the Internet and your network, preempting email threats before they reach your email server.

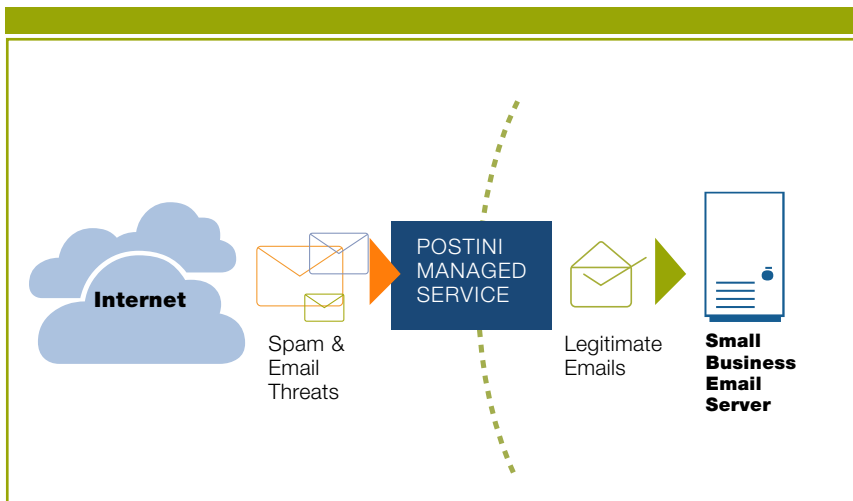
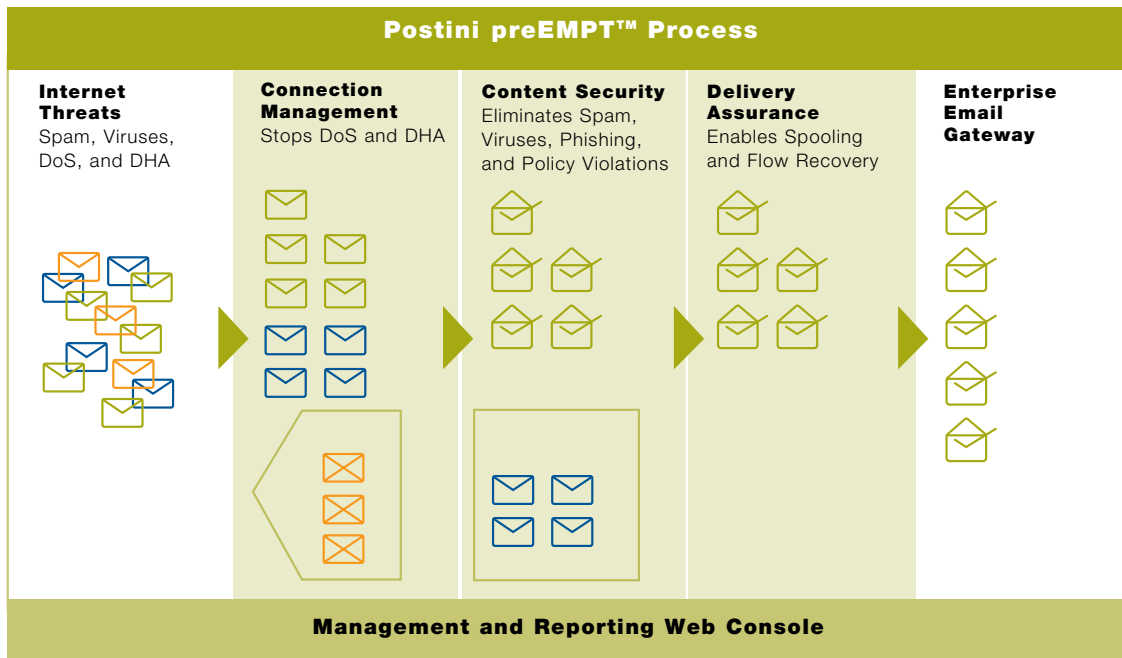


Figure 3 Postini's multi-layer approach to protecting the enterprise



**Configures in Minutes.
Pays for Itself in Days**

Once the service is activated, your email administrator can easily configure your email options within a matter of minutes. Postini Perimeter Manager Small Business Edition provides a convenient web interface that allows your email administrator to select pre-configured settings most appropriate to your email policies. For most small businesses, settings are straightforward and apply to all users.

Research indicates that a small business user receives an average of 25 spam messages every day. At an average cost of 10 cents per spam in lost productivity as well as extra bandwidth and storage costs, Postini Perimeter Manager Small Business Edition can pay for itself in a matter of days.

That means small businesses not only gain immediate benefit with activation, but also a remarkably rapid payback.

**World-Class Support Available
Whenever You Need It**

Postini provides its Postini Perimeter Manager Small Business Edition customers with activation assistance and around the clock telephone and online support. In most cases, customers find the activation and configuration process so easy, no support is necessary. Customer satisfaction surveys conducted by Postini indicate 98 percent of customers are satisfied or very satisfied with Postini's support services.

**Small Businesses Get More
Than Just Anti-spam
Protection**

Given the rapid evolution and constant mutation of email threats, Postini provides small business email security and protection that goes beyond simply eliminating spam.

Processing more than 3 billion email messages each week for thousands of small businesses worldwide, Postini's patented preEMPT™ technology delivers an optimum small business email security solution that includes:

Complete Threat Prevention

Stops spam, phishing, viruses, directory harvest attacks and other email threats with patented, multi-layer technology that delivers unmatched email intrusion prevention and protection.

Inbound Email Policy Compliance

Enforces email security policies and helps assure legal and regulatory compliance for inbound email content and attachments.

Email Management

Improves email system availability and assures business continuity through disaster recovery capabilities. Improves email management through a convenient web console that provides real time monitoring and alerting, as well as concise reporting for administrators.

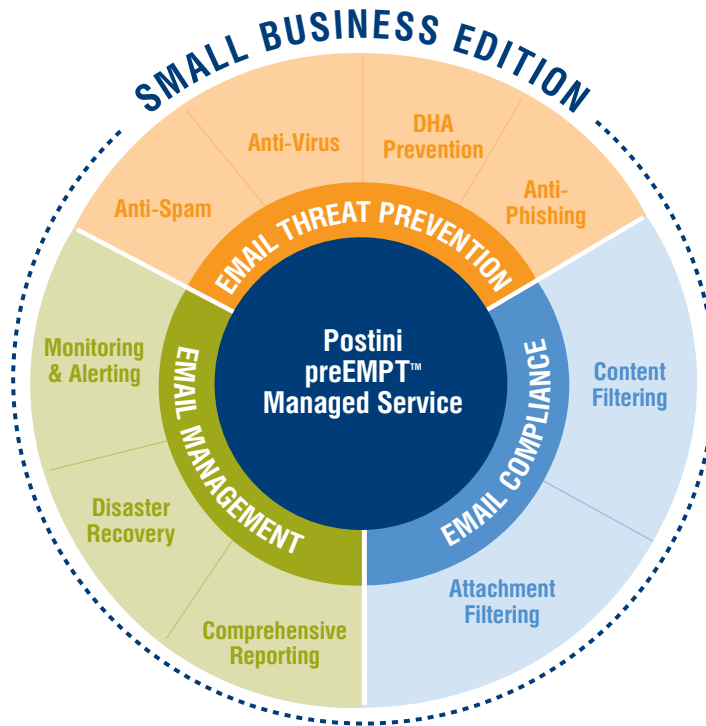
Patented preEMPT Managed Service

Provides a robust, extensible email security platform with a common, web-based management interface that is easy for administrators to use. Postini's data centers in North America and Europe provide 99.999 percent uptime and no delays in delivering legitimate emails.

No Longer Any Reason to Suffer from Spam

With the introduction of Postini Perimeter Manager Small Business Edition, small businesses now have a complete email security solution that activates and configures in minutes, and is painless to use and administer.

Paying for itself in a matter of days, Postini Perimeter Manager Small Business Edition means that all businesses simply do not have to put up with spam and other email threats any longer.



To introduce small businesses to its new PPM-Small Business Edition service, Postini is offering a no-risk 30-day free trial called the "Postini Payback Challenge." Prospective customers try Postini's managed service for 30 days at no obligation. If Postini has not paid for itself in that time, the prospective customer can terminate the service without charge.

For more information about Postini Perimeter Manager Small Business Edition contact Postini toll-free at 1-888-584-3150, or visit our web site at www.postini.com/smallbusiness.

About Postini

Postini, the global leader in secure email boundary services, prevents email threats, enforces policy compliance and improves email manageability. Our patented preEMPT™ technology eliminates spam, viruses, phishing and other threats before they can ever reach your network. As a result, Postini reduces the complexity of your email operations, lowers costs, saves time, and minimizes risk. Processing more than 3 billion messages each week for 6.6 million users, Postini provides the most comprehensive, flexible and trusted email protection for enterprises and small businesses.

For more information contact Postini at its Redwood City, California headquarters toll-free at 866.767.8461, or visit www.postini.com.

References:

- 1) "Email Security Annual Review & Threat Report 2005," published by Postini, Inc., Jan. 2005.
- 2) AMI Partners Study, www.ami-partners.com, June-July 2004.
- 3) Interview with Michael Osterman, Principal Analyst at Osterman Research www.ostermanresearch.com, Dec. 2004.
- 4) Interview with Matt Cain, Security Analyst, META Group Research www.metagroup.com, Dec. 2004.



Headquarters

Postini, Inc., 510 Veterans Boulevard,
Redwood City, California 94063

Toll-free 1-866-767-8461

Email info@postini.com

Web Site www.postini.com

EMEA Headquarters

sales_uk@postini.com

For more information or to see if your organization qualifies for our free 30-day, no-risk trial of Postini Perimeter Manager, call toll-free 1-888-584-3150, email us at sales@postini.com, or visit us online at www.postini.com.