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# IRONPORT SYSTEMS™ Previews “SenderBase Client” Email Forgery Detection Tool at DEMO 2004

*IronPort Helps Fight Email Fraud with Free Tool for Email Administrators  
to Discover the True Identity of Email Senders*

**SAN BRUNO, Ca- February 16, 2003** – IronPort Systems, the leading email infrastructure products and services company today announced that it is previewing the SenderBase client, a new email forgery detection tool for email administrators, powered by IronPort’s SenderBase email sender reputation service, at the DEMO 2004 Conference in Scottsdale, Arizona. The three-day conference, which runs from February 16<sup>th</sup>-18<sup>th</sup>, attracts an elite group of executives and showcases emerging technologies and innovative new products and services. Scott Weiss, IronPort CEO, will be on hand to discuss SMTPi, the highly regarded IronPort email security initiative, as well as to demonstrate the new SenderBase client, designed to provide email administrators with rapid, easy discovery of the true identity and reputation of an email sender. In addition, the SenderBase client gives users the power to immediately report email fraud. More information on SenderBase and the new SenderBase client are available at [www.senderbase.org](http://www.senderbase.org)

“IronPort Systems is truly a DEMO success story,” said Chris Shipley, executive producer of DEMO 2004. “Last year the company was invited to preview their groundbreaking email sender reputation service, SenderBase. Over the past year, the rapid adoption of this and other IronPort services and products has really been impressive. Today we welcome them back to DEMO 2004 as sponsors and as a visionary force in the future of email infrastructure.”

### **Find out who’s REALLY sending you email**

Virtually every aspect of an email message can be easily forged. The envelope, headers, and message body are easily and often altered. This alteration is why a receiver might often see messages in their box that purport to be from a reasonable sender (service@aol.com) but in fact are coming from an illicit sender. With the free SenderBase client, users can discover—with a single click—the true identity of an email sender.

“In today’s email systems, there are simply too many ways illicit senders can hide,” said Scott Weiss, CEO of IronPort Systems. “Our SenderBase reputation service puts a spotlight on the true identity of an email sender. The SenderBase client puts this power at the email administrator’s fingertips and gives them the power to quickly understand and act on fraudulent email.”

### **From SMTP to SMTPi: Rebuilding the World’s Email infrastructure**

The root cause of most of today’s email threats can be traced back to the anonymous nature of the email protocol SMTP (simple mail transfer protocol). SMTP was conceived more than 20 years ago before threats such as fraud, spam and email viruses were commonplace. Today, these threats are undermining end user confidence in the medium itself. IronPort has launched a long-term initiative, SMTPi, to redefine the manner in which email is delivered over the Internet.

IronPort’s SMTPi email security initiative includes the essential components – identity and reputation – of a new, secure messaging system, built on top of the current, massively deployed SMTP framework. It enhances server-to-server mail delivery for the more than 18,000 production mail systems that are intelligent enough to take advantage of the new data available in this first phase of SMTPi. The SenderBase client uses the identity and reputation capabilities of IronPort’s SMTPi systems to identify email forgery.

“Today’s Internet email framework is crumbling,” said Tom Gillis, IronPort’s senior vice president of marketing. “What originally worked in a research and academic environment is presenting insurmountable challenges in our current commercial business environment. At the time SMTP was developed it was inconceivable that an email sender would falsify their identity. Now, email spam and viruses are crushing both the system and our efforts to work productively within it. To solve the problem, the next generation of email infrastructure must address identity and reputation. SMTPi does exactly this.”

### **Foundation for Next Generation Email**

To drive this migration towards an identity-based email system, IronPort continues to develop its family of messaging gateway appliances that are suited to meet the needs of the largest senders and receivers of email. These appliances have the identity capabilities of SMTPi built in. IronPort products are in production today at the world’s largest corporations, universities and ISPs, bringing the first phase of SMTPi to fruition. Find out more about SMTPi at [www.smtpi.org](http://www.smtpi.org)

### **ABOUT IRONPORT SYSTEMS™**

IronPort Systems is an email infrastructure products and services provider targeting the Global 2000. The company has developed a family of products called Messaging Gateway™ appliances that offer breakthrough performance, unprecedented ease of use, and reduced total cost of ownership. Additionally, IronPort Information Services, Bonded Sender [www.bondedsender.com](http://www.bondedsender.com) and SenderBase [www.senderbase.com](http://www.senderbase.com), help guarantee the delivery of legitimate email and thwart the voluminous threat of unsolicited commercial email (UCE) or spam. For more information on IronPort products and services, visit: <http://www.ironport.com>.

### **ABOUT DEMO**

The annual DEMO and DEMOmobile conferences focus on emerging technologies and new products, which are hand-selected by executive producer Chris Shipley from across the spectrum of the personal technology marketplace. Top executives from the leading hardware and software technology companies, venture capitalists, journalists from key industry publications and industry analysts attend the DEMO and DEMOmobile conferences to preview the most promising products and technologies for the coming year. DEMO is held in February each year and features approximately 60 new companies, products and technologies. DEMOmobile is held each fall and features approximately 35 new mobile technologies. For more information, visit <http://www.demo.com/>.

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