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## Executive Summary

The first line of defense for blocking email threats and reducing false positives.

*“A ‘Reputation Filter System,’ allows differing mail throughput policies to be implemented for different senders. These policies will slow mail delivery for less trustworthy senders, while allowing much higher throughput for mail delivery from more trustworthy senders.”*

— MICHAEL OSTERMAN, Principal Analyst, Osterman Research

## REPUTATION-BASED EMAIL SECURITY

Blocking spam, viruses, phishing, and other email threats is an increasingly important but difficult task for IT staff. Great effort has been spent developing sophisticated content filters that can identify and score messages to determine their level of risk for each type of threat. While these systems continue to improve with the introduction of techniques such as Bayesian filtering, their efficacy will always be compromised by “spammers” with a money motive, who will continually modify their content to get through these filters. Some senders of unsolicited commercial email have taken the process of avoiding content filters one step further — using widely available tools to scan their messages through popular anti-spam packages before they are sent so they can modify their content to make sure it gets through.

Content filters face a natural trade-off – the more aggressive they are at blocking spam, the greater the risk of inadvertently blocking legitimate email. Content filters are also highly resource intensive, requiring additional hardware investments and sometimes delaying the delivery of critical messages. Finally, content filters are vulnerable to directory harvest attacks, denial of service attacks and other important risks to an enterprise.

## AN IN-DEPTH DEFENSE

The overall effectiveness of content-based filters can be enhanced when used in combination with a reputation-based mail flow control system. Reputation-based systems are the next generation of “identity-based” spam-fighting approaches like blacklists and whitelists and make decisions based on comprehensive information about the source of the message. Unlike blacklists (lists of suspected “bad” mail servers) and whitelists (lists of assumed “good” mail servers), reputation filters rely on objective data to assess the probability that a message from any given IP address is spam. This probability is based on data such as how many messages a mail server is sending, how many complaints they get, whether or not the mail server is sending to “spam trap” accounts, where the sending organization is located, how long the organization has been sending email from a given location and a number of other factors.

Using a reputation filter in combination with a content filter has numerous benefits for an organization. These benefits include:

- **Improved catch-rate (blocking more spam).** Reputation filters introduce important new sources of data tied to a sender’s IP address that can be used to block egregious spam directly or as an input into third-party anti-spam systems.

- **Reduced false-positives (legitimate messages incorrectly identified as spam).** Because reputation filters are probability-based (not binary like black- and whitelists), receiving MTAs (Message Transfer Agents) can limit the rate they receive messages from someone without blocking their messages. This creates a prohibitive cost for spammers while ensuring that critical email still gets delivered.
- **Lower hardware costs and increased message throughput.** Research from IronPort® Systems indicates that a well-designed reputation filter identifies over 3/4 of a typical corporation's email as either "known good" or "known bad" based on the message source. Messages from "known bad" senders can be blocked at the gateway, while messages from "known good" senders can bypass content filters. This configuration reduces to one third the number of messages that must be sent through content filters, tripling the throughput of a typical enterprise's messaging infrastructure.
- **Reduced risk from denial of service or directory harvest attacks.** By rate limiting based on a sender's source IP, the reputation filter can throttle senders with bad reputations, minimizing the damage from malicious attacks.

#### KEY COMPONENTS OF A REPUTATION-BASED SYSTEM

When deploying reputation-based mail flow control system, there are several things companies should evaluate. Any solution should be:

- **Non-spoofable.** The email sender's reputation should be based on at least the IP addresses of the email sender. Because SMTP is a two-way conversation over TCP/IP, it is nearly impossible to "spoof" an IP address – the IP address presented must actually be controlled by the server sending the message.
- **Comprehensive.** The more data that is maintained about a sender's reputation, the better the decisions that can be made about a message from that source. At a minimum, any reputation-based system should track data on complaints, message volume, messages sent to "honeypots", validity of message recipients, whether the sending host is compromised or from hijacked IP space, or if the IP address is dynamically assigned.
- **Reliable.** A reputation filter should provide fast and reliable access to network data. Where possible, reputation data should come from one source, limiting the number of threads that must be opened to process an incoming message.
- **Variable.** The richness of the data in the reputation assessment should allow for a graduated response to spam – the more suspicious a sender appears, the more restricted their access. A company may choose to block senders with terrible reputations, while limiting the number of recipients per hour for senders with bad reputations.

IronPort Reputation Filters are powered by SenderBase®, the world's largest email and Web traffic monitoring network. Reputation Filters provide a single score, based on the email traffic pattern from any sender, allowing email administrators to establish trust levels much as a credit rating service allows a merchant to establish credit worthiness of a customer. Mail policy based on this score ranges from unlimited delivery rates with unlimited attachment sizes and bypassed content scanning to limited delivery rates with no attachments and full content scanning to the complete refusal of incoming connections from the sender.

### **A WORLDWIDE NET OF SENSORS**

One of the most telling data points collected on any sending IP address is global volume of mail sent. Spammers are incredibly effective at making their content look like legitimate email but the one parameter they cannot mask is volume. It is difficult for any one mail administrator to measure volume since spam gets spread across millions of domains. However, with a network of more than 100,000 ISPs, universities and corporations, SenderBase provides a global view of mail being sent by any IP address. SenderBase tracks over five billion messages per day, accounting for over 25 percent of all world's email. This global view can be used to identify and block high-volume spam sources.

### **LINKING DATA BY IP, DOMAIN, AND NETWORK OWNER**

SenderBase indexes all data at the IP, domain and network owner level. This is a simple but incredibly powerful way to combat spam. Spammers will often have large networks with multiple domains and IP addresses. If a spam message is received from a single IP address, blocking that IP is a bit like squashing a single ant found in your kitchen. There are literally hundreds or thousands of more IP addresses and domains, akin to thousands of ants in the nest, waiting to attack your network. SenderBase provides a simple tool to root out the entire nest – block thousands of IP addresses across multiple domains all rolling up to the same organization with a single click.

### **EXAMINE THE WHOLE NETBLOCK**

SenderBase allows the administrator to rapidly “zoom out” and examine other mail servers on the same netblock as the server in question. Practical limitations force spammers to operate out of a limited number of co-location facilities. As a result, where you find one spammer, you will often find others on the same netblock. A quick “zoom out” to examine the the surrounding class-C subnet of any IP address will often reveal a pattern of servers with high volumes and high complaint rates. Conversely, if you are tempted

to block an entire netblock, a quick examination of the entire netblock in SenderBase can help identify any innocent mailers that may inadvertently be affected, so that you can narrow your block- or whitelist those senders specifically.

### **AGGREGATED COMPLAINT DATA AND BLACKLISTS**

In addition to volume and network data, SenderBase aggregates ten different blacklists and provides a consolidated view of whether or not the IP address in question appears on any of them. SenderBase, in partnership with SpamCop and other sites, also contains data on end-user complaints and samples of messages sent from the IP address in question. While much of this data is available in a variety of places on the Internet, SenderBase provides a unified view that is indexed to the other SenderBase data.

### **IMPLEMENTING A REPUTATION-BASED MAIL FLOW CONTROL SYSTEM**

The reputation data provided by SenderBase can immediately add value to virtually any email gateway system, even ones based on traditional gateway software such as open-source SendMail, qmail, or Postfix. SenderBase reputation data can dramatically streamline the process of managing whitelists or blacklists. With a single click, SenderBase users can export the full list of IP addresses sending mail from a given domain or organization. This is a powerful tool to help quickly build a whitelist that includes all of the many mail servers a Fortune 500 customer might have. Conversely, it is a very efficient tool to block the many thousands of IP addresses and domains used by an organization to send spam. Users can select an “IP Export” in file formats that can be readily loaded into Sendmail, qmail or Postfix.

For a more powerful solution, IronPort Systems has developed a family of security gateway appliances that have the SenderBase reputation data built in. System administrators get a comprehensive view of their incoming and outgoing mail flow, and can drill down to see details on any of their incoming mail senders. The SenderBase service also provides a statistical score to the IronPort appliance that assesses the trustworthiness of that sender, based on a broad set of SenderBase data. The more suspicious a sender appears, the more restrictive email policies will be applied to the sender. This is best illustrated with an example. If a sender has high global volumes of mail—say 100 Million messages per day—from a network of five different domains and 1,700 IP addresses that have only been sending mail for 15 days yet have a high end-user complaint rate and they don't accept incoming mail, they will

have a very low reputation score and the IronPort C-Series™ appliance will limit the amount of mail they can deliver to the corporation. If a sender is a Fortune 500 company, they will likely have much more modest global email volumes—say 500,000 messages per day—will have a smaller number of IPs and domains with a long sending history, they will accept incoming email and have low (or zero) end-user complaint rates.

One of the most unique aspects of the IronPort C-Series appliance is its ability to offer a variable response to spam—the more suspicious a sender appears, the slower they are allowed to go. This offers a dramatic improvement over traditional white and blacklists which have a binary response—a sender is either good or bad with nothing in between. Spammers are very effective at appearing to be “in between”.

The SenderBase reputation data is also very helpful to an IronPort administrator for diagnosing anomalies. The IronPort C-Series appliance has a powerful Mail Flow Monitor™ round-robin database that records all email traffic patterns and identifies unusual changes in these patterns. The system can be programmed with an automated response to these anomalies or it can generate an alert and allow the administrator to rapidly assess the threat using on-board SenderBase reputation data.

## CONCLUSION

The next generation of spam control solutions will need to move beyond just content filtering in order to be effective. Reputation-based information makes existing filters more effective and will form the foundation of more sophisticated mail flow control systems. When used in conjunction with a content based system, the net result is a more accurate and more secure solution for incoming mail filtering. Email receivers can begin using reputation-based information to research any sender in the world today at [www.senderbase.org](http://www.senderbase.org). Receivers looking for more powerful controls over incoming mail can also take advantage of the advanced mail flow monitoring and flow control capabilities of products such as IronPort's security appliances.



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IronPort Systems, a Cisco business unit, is a leading provider of anti-spam, anti-virus and anti-spyware appliances for organizations ranging from small businesses to the Global 2000. IronPort appliances utilize SenderBase, the world's largest email and Web threat detection network and database. IronPort products are innovative and easy-to-use—providing breakthrough performance and playing a mission-critical role in a company's network infrastructure.

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