



Current Email Security Environment

Spam costs U.S. businesses \$71 billion annually—more than \$700 per employee each year—according to a 2007 survey conducted by Nucleus Research as reported in InformationWeek. That's almost \$60 per employee per month.

This means that the cost for a firm with 100 users is more than \$70,000 per year. For a 3,000-user company, the spam toll is over \$2 million annually. Clearly, spam does not come cheap.

The survey also found that while only 60% of companies actually bother to filter their spam, 90% are frustrated with spam. So frustrated, in fact, that 18% feel spammers should receive jail time.

A July 2007 report by the **Federal Trade Commission** confirms that email spam has become a significant global tool for the propagation of financial crimes, and the malicious acts of spammers and phishers are inherently criminal. And the concern isn't confined to the FTC.

Conservatively, the **Federal Bureau of Investigation** estimates that cybercrime causes more than \$120 million in damages annually, and further that only 9% of cybercrime is even reported—which puts the cost of the total problem at a staggering \$1.33 billion annually.

In response, the CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing) was enacted to curb the problem by imposing specific requirements on unsolicited commercial email messages. It also authorizes the FTC to levy a fine of \$11,000 per violation, adds penalties for directory harvest attacks and other abuses, and enables the Department of Justice to impose penalties for related crimes.

The King's Academy: No Realm for Spam

The King's Academy is a private, nonprofit, interdenominational Christian school offering high academic and spiritual standards to aid students in their spiritual, intellectual, social and physical development. Founded in 1971 in West Palm Beach, Florida, the Academy has grown progressively and recently relocated to a new 60-acre campus.

The King's Academy is responsible for the physical safety and cyber security of more than 1,400 students. Like many schools across the country, the Academy was aggressively seeking ways to combat a growing volume of spam and protect their students from the various threats in cyberspace.

"We were experiencing a spam problem, and needed a better alternative to reduce the incidence of unwanted emails and spam," said Rob Danley, Director of Information Technology at The King's Academy. "During our research, SpammerTrap™ was recommended to us, and we were really impressed when we checked it out."

The SpammerTrap™ Difference

SpammerTrap appliances and Hosted SpammerTrap solutions lead the industry in effectiveness through a unique functionality profile that includes:

- More than 4,800 tests performed on each email to determine authenticity
- Screening conducted at lightning speed to identify spam and deliver valid email fast
- More than 40 real-time blacklists, three spam databases and unique reputation database constantly updated and checked
- Automatic learning of client system/patterns in just days via Bayesian logic
- Forged email header detection
- Exceptionally efficient email firewall
- Anti-virus updates hourly, and much more

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These features and a host of others mean virtually 100% accuracy in blocking spam and allowing valid emails to be delivered. And SpammerTrap technology integrates seamlessly with all systems including Microsoft Exchange, Novell GroupWise, and Lotus Notes for universal deployment.

Comprehensive and Summary Reports

Also a standard feature, the extensive SpammerTrap monitoring and reporting program allows users to see how much spam and non-spam email their company receives.

With industry estimates agreeing that up to 95% of all email today is actually spam, it's vitally important that each individual client understands the scope of the issue as it relates to them. SpammerTrap reports include clear graphics in addition to detailed and summary views.

Working with SECNAP to Strengthen Security

Exceptional expertise in email security, and the ability to develop and continually upgrade the underlying technology, set SECNAP apart from other providers of spam solutions. SpammerTrap and Hosted SpammerTrap deliver a highly effective solution to ensure that clients such as The King's Academy retain their respected positions in their industries and communities.

Now, parents of The King's Academy's 1,400 students rest assured that their children are safe from the risks of spam, spam-borne viruses and other cyber threats while on campus. And The King's Academy continues to maintain the high standards that are the institution's hallmark.

"We are completely satisfied with SECNAP's SpammerTrap security solution. Our students are vitally important to us, and our email system is a key component in real-time campus communication. The proven SpammerTrap product gives us great peace of mind."

—Rob Danley, Director of Information Technology, The King's Academy

To learn more about our complete line of SpammerTrap appliances and hosted solutions, contact your SpammerTrap representative or visit www.spammertrap.com.

877-667-7264

