



## The LastSpam Approach to SERIOUS Email Security

### The Company in Brief

LastSpam is a Montreal-based email security leader, protecting over a million emails a day, for customers worldwide. The service protects corporate, education, government and nonprofit customers against ever-changing threats to their businesses presented by spam, phishing attacks and the variety of malware associated with email traffic.

**LastSpam is unique in the marketplace, due to its service-based approach to real-time protection.**

When you subscribe to LastSpam, you're getting access to a team of passionate email specialists, who do everything possible to catch more spam, without creating false positives. We continuously test and implement new ways of blocking spam. We add, on a regular basis, new filters and technologies, and we tune them on an ongoing basis to make our layers of security increasingly more efficient and effective.

### The Rationale Behind the Service Model

LastSpam's founders came together in 2002, bringing over 20 years experience in IT networking, security and messaging technologies. Having worked with the full range of email security technologies and services available – and in particular, with market leading products – we learned through experience that **no single product** solves all the problems in this complex and changing field. We also learned that the biggest challenges faced by network administrators relate to time and resource management.

We concluded that the best way to provide top-line protection and cure market pains was to assemble a multi-tiered service, drawing from the best of complementary and overlapping technologies.

Further, we saw the need to apply **best practices in service** to the system, by having industry experts carefully manage the service, adding and changing filtering directives, and "tinkering" with the technologies continually, as new threats and techniques evolve round-the-clock.

LastSpam does exactly this, with the following results:

- Top performance, and the
- Elimination of time and headaches for customers.



## Best in Breed Performance and Customer Benefits

LastSpam achieves the following:

- Sustained 99%++ interception efficiency level, with
- False positive rates of 0.0005 or less.

Here are some points on the technical side of the service:

- We run three anti-virus scanning engines to provide an added, outer layer of security **before** email traffic hits the gateway. These niche engines complement each other and their technologies augment products likely to be directly deployed behind customer gateways:
  1. Norman (including Norman SandBox technology, which detects new, unknown viruses at the very moment of circulation through an industry-unique simulation),
  2. ClamAV (Open-source protection), and
  3. BitDefender (well-known for its track record of quick reaction times during virus outbreaks).
- With server farms at three ISP locations, our service has **never** experienced downtime since it commenced over three years ago. In fact, as part of our service, we provide notification to customers in the event that *their* mail server crashes.
- Real time extension and file-type filtering is continually tweaked by our technical experts, to keep in pace with round-the-clock changes in spamming and phishing techniques and malware technologies.

**The LastSpam key to success in performance and filtering accuracy comes from the approach our technical team uses to draw out the technological strengths, as well as to constantly update the mix and management of multiple anti-spam technologies.**



Our infrastructure uses a carefully-managed combination of multiple anti-spam and filtering technologies. Our technicians continually add new technologies, filtering methods and tweaks to the system. (We cannot share all the details of what is happening under the hood, for obvious security reasons.)

**Our team knows email security threats.**

LastSpam technicians monitor web trends, to keep in pace with new and evolving malware and spamming and phishing techniques. They update our whitelists and blacklists, constantly, as new threats and trends emerge. We keep in pace with new spamming techniques by creating new customer filters, tuning the actual automated processes (instead of running on automatic pilot), and incorporating new anti-spam approaches on an ongoing basis.

**A big competitive advantage is that LastSpam can be quickly responsive.**

We can implement new ways of blocking spam and dangerous emails faster than our hardware/software competitors, who have to PUSH updates and fixes to thousands of servers or appliances. And because the company is focused on a singular service, rather than multiple development activities, we are faster than other managed services, as well.

Our technological model (with only our own sites and servers to manage) allows us to implement new adopted ways of blocking spam months and sometimes a full year ahead of other well-known vendors and email security solutions.

**It's our technical team's expertise and round-the-clock management of the filtering techniques at our server farms that leads to LastSpam's performance superiority in the marketplace.**



In addition to our performance statistics, LastSpam customers enjoy the following added benefits:

- NO hardware/software purchase & installation
- NO training
- NO maintenance
- NO down-time
- NO end-user support issues
- NO indirect or hidden costs
- ZERO administration
- **Significant decrease in bandwidth**
- 1, 2, 3-year OR monthly payment programs to fit various business needs.

## **Real World Examples...The Draw to LastSpam**

More and more of our customers have come to use after using other, more well-known vendors. They had been looking for a more efficient solution, and one that minimizes false positives. And they did NOT want to have to manage their own blacklist, whitelist and quarantine.

Many of our customers have come to us after they struggled managing hardware/software solutions in-house, including Symantec, MS, GFI, MDAEMON, MimeSweeper (ClearSwift), SpamAssassin, MailScanner, and others.

Numerous customer testimonials are posted on our web site at:  
<http://www.lastspam.com/en/test01.php>.

Here are a couple examples.

### **City of Kirkland**

After spending a lot of time and money time trying to use email security products, including BrightMail (Symantec) and Intelligent Message Filter (IMF/Microsoft), the IT staff was spending too much time managing the system, and we actually lost emails with the IMF product. The change to LastSpam resulted in better performance, lower false positives, reliable email transmission, and our time management problem was solved.



*Testimonials, cont.*

### **Charton Hobbs**

At Charton Hobbs, we were overwhelmed by the volume of undesirable unsolicited content we received by email, just like many other organizations. Our IT staff is already tasked with running our systems and managing projects, so we thought about having in-house tools to deal with this major problem, but after reviewing our options, it made sense from a cost perspective to outsource this service.

LastSpam made it very attractive. It's so easy to set up and there are no modifications to be made at our end to manage the service. Once their support center started filtering our inbound email, we saw an immediate result. We stopped spending time supporting our users and our email storage costs went down. We also saw a significant decrease in email-born viruses. LastSpam has proved to be a very valuable business partner!

### **Ameublement Tanguay**

After using MimeSweeper, we were very amazed and happy to see that the LastSpam service would be able to manage spam and viruses as they promised – with almost **no** intervention needed from our end. Our end users saw an immediate difference. Both the IT team and end users were happy not having to manage a spam solution anymore.

Before using LastSpam, I needed one of my IT staff to monitor the anti-spam solution on a daily basis, to unblock emails (false positives), answer end user requests, etc. This function is no longer needed, now that we have LastSpam. The thing we love the most is the ease of communication with the LastSpam team, something we rarely see these days with large manufacturers.



## **An Additional Consideration...**

Spam is a multi-million dollar business. If you were a spammer, which email security solutions would you try to get through? Market leading hardware and software solutions are at the top of the list, because these products can be studied, and response times for patches, fixes and updates are well understood.

Spammers, phishers and virus writers are continuously (daily/weekly) changing their techniques to get through well-known email security products? They buy and analyze these products to create their "go-arounds."

For similar reasons, Microsoft is one of the most targeted OS in the industry, and parts of the marketplace are turning to Linux.

**Because of our managed service approach, and the constant attention our team gives to fine-tuning our filtering techniques and processes, we simply do it better.**

Lastly, when subscribing to your ISP service, did you first think, "Should I pass the wire myself under the road and hook it up to our server room?" If you're serious about email security, we believe the same rationale applies. The best approach for a company (with it's own specialties, non-related to email security) is to give that problem to experts, who will do whatever is necessary on a daily basis to solve the even-changing and growing challenges associated with email security.

We, at LastSpam, are these experts.