

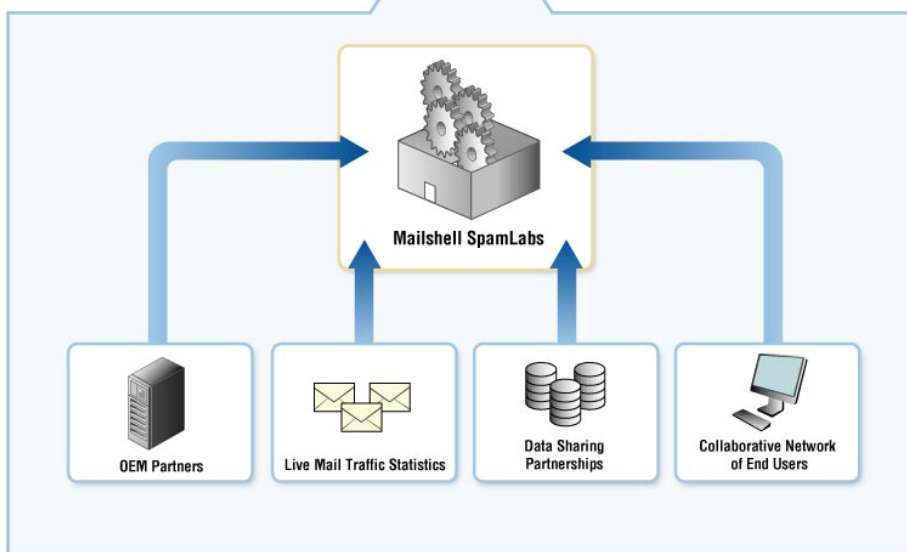
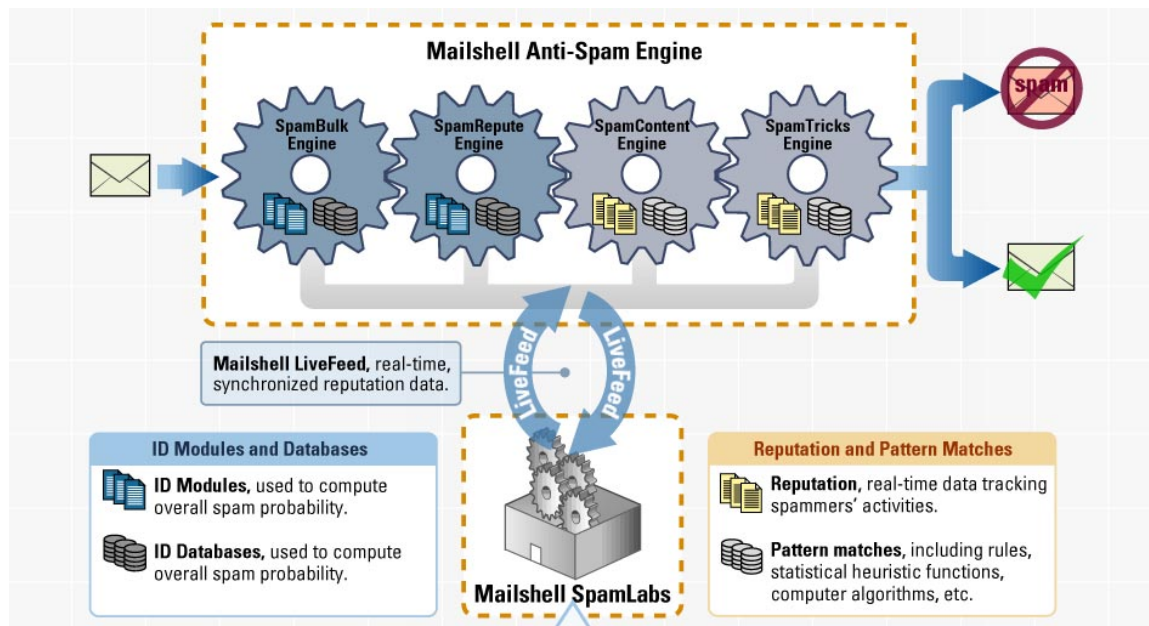


# How Does It Work?

## > How Does Mailshell Anti-Spam Work?

For every message:

- Mailshell's LiveFeed reputation system provides real-time analysis from Mailshell's global data network.
- The four spam identification engines utilize more than one million reputation queries, pattern matches or rules to identify spam with an incredibly high accuracy rate, and a near-zero false positive rate.
- Results are combined using SpamScore, a proprietary statistical formula, into one final spam probability score.



OEM Partners, Live Mail Traffic Statistics, Data Sharing Partnerships and our Collaborative Network provide data on new outbreaks and changing reputation directly to Mailshell SpamLabs to ensure that our OEM partners get fast protection as spammers' tactics evolve.

## > PARTNERS' TESTIMONIALS

"Mailshell's existing solution and future roadmap allows us to offer true best-of-breed technology to our customers."

Karel Obluk, CTO, AVG



"Mailshell is an ideal OEM partner."

Frank Berzau, Director, Product Management, McAfee



"We tested several new reputation technologies and were impressed with Mailshell LiveFeed's speed, accuracy and ease of use."

Mike Irwin, COO, Webroot



"Our 'Powered by Mailshell' spam filter has been a great source of profitable, recurring revenue."

Vladimir Butenko, President and CEO, CommuniGate Systems



"We conducted exhaustive evaluations of several technologies before landing on Mailshell."

Miroslav Trnka, Managing Director, ESET



For each message, Mailshell SpamCompiler applies checks of its four spam detection engines:

- *SpamBulk Engine*: Is the message or similar messages sent in bulk?
- *SpamRepute Engine*: Do most people want the message?
- *SpamContent Engine*: Will most people consider the message offensive?
- *SpamTricks Engine*: Is the message formatted or sent to bypass anti-spam reputation checks or to be economical for spammers?

Since spam constantly evolves, the Mailshell SpamLabs continuously collects and analyzes millions of new spam and legitimate messages and user feedback to tune reputation checks and databases and adjust the weighting of lookups.

## > About Mailshell

Mailshell is the #1 provider of OEM spam filtering and anti-phishing software. It is the first and only spam engine in the world with SpamCompiler Technology, which can process more than a million filter checks in a fraction of a second.

More than 6,000 companies and 15 million consumers worldwide rely on Mailshell to block spam and phishing. Mailshell's software is deployed by OEM partners including McAfee, CA, Grisoft AVG, Eset, among others. Mailshell was founded in 1999 and enjoys a 100% renewal rate among its OEM partners.

Mailshell's OEM model helps partners increase their average revenue per customer, create new sources of recurring revenue, and decrease sales, support and development costs.

## > REVIEWS AND PRESS

*"Mailshell is priceless"*

**Forbes**

*"Mailshell is easy to use"*



*One of "the best ways to prevent spam"*

**THE WALL STREET JOURNAL.**

*Mailshell is "excellent"*



*"Mailshell is worth its cost"*

