

Cloudmark and Sun

Providing service providers with scalable, accurate messaging security



The global reach of the Internet heightens the threat of increasingly sophisticated spam, phishing and virus attacks, posing serious security risks for fixed and wireless operators and resulting in lost revenue and subscribers. As messaging abuse grows, costs escalate, satisfaction plummets, and customer churn rises. Service providers must find ways to solve the messaging abuse problem while at the same time reducing costs. The Cloudmark messaging security software running on Sun platforms offers a powerful solution that minimizes the impact of messaging abuse on the business.

Highlights

- Minimize the impact of dangerous email abuse with a high-speed, accurate email security solution for fixed and wireless operators from Cloudmark and Sun
- Protect against inbound and outbound spam, phishing and viruses with unique Cloudmark technology
- Lower CPU utilization, increase filtering efficiency and accuracy, and maximize real-time performance
- Utilize scalable Sun platforms for a highly efficient, carrier-grade messaging security solution
- Leverage the performance of Sun Fire™ T1000 and Sun Fire T2000 servers with CoolThreads™ technology and Java™ System Messaging Server software for greater message throughput
- Reduce costs, eliminate customer churn, and increase revenue and customer satisfaction while improving total cost of ownership

The need for messaging security

Service providers report up to 96 percent of all inbound email today is spam or some other type of abusive messaging, such as phishing and viruses. Left unchecked, these messages can pose a serious security risk for users and an operations nightmare for service providers. It is imperative that fixed and wireless operators be able to stop the astounding rate of inbound and outbound messaging abuse while still allowing legitimate messages to reach users. Cloudmark software provides a high-speed, highly accurate inbound and outbound spam, phishing, and virus detection solution that helps effectively tackle the problem of abusive messaging in all formats, including email, short messaging service (SMS) and multimedia messaging service (MMS).

Cloudmark automated technology

Cloudmark technology does not utilize unwieldy rules or inaccurate blacklisting methods for email filtering. Based on sophisticated fingerprinting algorithms, each designed to catch specific types of threats, Cloudmark software addresses the evolving nature of messaging threats, adapting and catching new types of abuse as they mutate.

To further enhance security, the Cloudmark solution leverages the Cloudmark Global Threat Network which provides up-to-the-minute data on new outbreaks. This worldwide network of 180 million installed users provides feedback on threat data, increasing accuracy and strength as it grows to protect fixed-line, wireless, and cable service providers around the globe.

Greater filtering accuracy and efficiency

The Cloudmark solution blocks over 98 percent of spam, phishing and virus attacks with near-zero false positives. The unique Cloudmark technology utilizes fewer CPU cycles than traditional filtering solutions, making it possible to handle the increasing volume of abusive email without additional message processing overhead. Service providers switching to a Cloudmark solution also report a substantial reduction in the number of email filtering servers needed, with a concurrent drop in CPU utilization on remaining filtering servers. Finally, Cloudmark eliminates as much as 200 percent of the email abuse missed by other messaging security solutions, ensuring that only legitimate messages are processed and stored, thereby making more efficient use of hardware infrastructure.

Leverage the Sun and Cloudmark solution

The Cloudmark and Sun solution combines Cloudmark intelligent filtering technology with high-performance, robust Sun servers and Sun Java™ System Messaging Server software for a carrier-grade, highly efficient, messaging security solution. Scalable Sun server platforms can dramatically increase throughput and reduce energy consumption and datacenter footprints for service providers. Sun Fire™ T1000 and Sun Fire T2000 servers with CoolThreads™ technology are ideal for Cloudmark anti-spam software, providing almost twice the message throughput of other hardware solutions. Sun also offers a line of x64 servers powered by the Next-Generation AMD Opteron™ processor. Presenting industry-leading price/performance, these servers offer new standards for performance, reliability, and energy efficiency.

All Sun servers run the powerful Solaris™ 10 Operating System (OS), the world's leading UNIX® operating environment. Innovative enhancements to the Solaris OS make it the most advanced operating system ever built, and its proven performance provides the Cloudmark software with additional throughput, message processing, and filtering performance advantages.

Operators reduce CAPEX and OPEX

By reducing the number of servers necessary to filter incoming email, enterprises can realize significant savings in capital expenditures. In addition, because running Cloudmark software on Sun servers typically reduces CPU utilization by 50 to 90 percent over competitive solutions, operating expenses are also reduced.

Indeed, the increased throughput and efficiency of the Cloudmark and Sun solution makes it possible to handle the growing volume of abusive messaging threats with ease. The Sun and Cloudmark solution significantly reduces the amount of abusive mail reaching subscriber inboxes, enhancing customer satisfaction and reducing expensive customer churn. It also lowers customer care calls, thereby lowering operator costs and raising subscriber average return per unit (ARPU). Year over year, fewer additional systems are required and total cost of ownership is reduced.

A major U.S. cable operator locks down email security with Cloudmark and Sun

Like many service providers, a large U.S. cable provider recently faced a serious, exploding email abuse problem. With a messaging infrastructure of more than 1,000 heterogeneous servers and appliances, and a subscriber base of over 7 million users, the process of filtering inbound and outbound email traffic overwhelmed daily operations. The existing environment required manual intervention, consumed a high percentage of CPU resources, but yielded a filtering accuracy rate of only 85 percent. In contrast, Cloudmark now provides 98 percent accuracy in blocking spam, phishing and viruses. Running on just 300 Sun Fire T1000 and Sun Fire T2000 servers with CoolThreads technology, the Cloudmark and Sun solution consumed significantly fewer CPU resources and required a third of the servers necessary to process all email traffic.

Learn More

For more information, visit sun.com, cloudmark.com, or contact your local Sun sales representative.

By deploying Cloudmark software with high-performance Sun servers, the service provider was able to consolidate messaging systems, optimize operations, significantly reduce abusive email messaging, increase customer satisfaction, and implement an easily scalable solution.

Sun and Cloudmark

Cloudmark is a global leader in carrier-grade messaging security, delivering the industry's fastest, most comprehensive and most accurate real-time spam, virus, and phishing protection. Cloudmark solutions currently protect more than 180 million mailboxes globally, and over 80 of the world's largest service providers and mobile operator networks have replaced competing solutions with Cloudmark. For over two decades, Sun has continued to provide flexible, scalable, innovative, and cost-effective solution frameworks. Incorporating the latest technologies, next generation processors, and improved reliability, manageability, and serviceability features, Sun solutions facilitate the adoption of leading edge infrastructures, service-oriented architectures, and services. Together, Cloudmark and Sun offer a powerful solution that helps service providers maintain a safer environment free from messaging abuse.



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