



# GFI MailEssentials

## for Exchange/SMTP/Lotus

Anti spam filter and email management for Exchange/SMTP/Lotus Notes

The most effective way to beat spammers at their game is to use the no. 1 anti-spam solution GFI MailEssentials, which is used by 80,000 customers worldwide and has won over 60 awards.

GFI MailEssentials features not one, but two anti-spam engines to give administrators an ultra high spam capture rate out of the box with minimal configuration. Not only does it have one of the highest spam capture rates in the industry – well over 98% – but it ships at the best price on the market.

The latest version includes SpamRazer; an additional anti-spam engine that provides a second layer of protection. It has been designed to be very simple to use and due to frequent updates, SpamRazer will require no tweaking or training for it to be fully effective to filter the latest spam attacks such as NDR spam, CNN spam, MSNBC spam and any new types that appear on a regular basis. With SpamRazer filtering, IP reputation filtering, Bayesian and other advanced anti-spam technology modules, administrators can rest assured that the spam capture rate will be the highest possible. GFI MailEssentials also has a market-leading low rate of false positives.

GFI MailEssentials can detect and block phishing emails as well as add email management tools to your mail server: disclaimers, mail monitoring, Internet mail reporting, list server, server-based auto replies and POP3 downloading.

### Benefits

#### Why choose GFI MailEssentials as your anti spam filter?

- #1 server anti-spam software at unbeatable pricing – starting from \$207 for 10 mailboxes
- Over 80,000 installations and over 60 awards!
- Highest spam detection rate (over 98%) by its two anti-spam engines
- Ultra low-rate of false positives
- Support for the industry leading messaging platforms including Microsoft Exchange 2000, 2003, 2007 and Lotus Domino

#### ■ SpamRazer: An additional anti-spam engine

The latest version of GFI MailEssentials includes a new, second anti-spam engine, SpamRazer, which provides a second layer of protection. It has been designed to be very simple to use and due to frequent updates, SpamRazer will require no tweaking or training for it to be fully effective whilst filtering the latest spam attacks such as NDR spam, CNN spam, MSNBC spam and many more. Not only will administrators benefit from out-of-the-box filtering but they will not need to tweak GFI MailEssentials each time a new attack is out. With SpamRazer filtering, IP reputation filtering, Bayesian and other advanced anti-spam technologies, the spam capture rate is well over 98%. GFI MailEssentials has a market-leading low rate of false positives thereby ensuring that good and important emails are not deleted.

#### ■ Precise real time dashboard

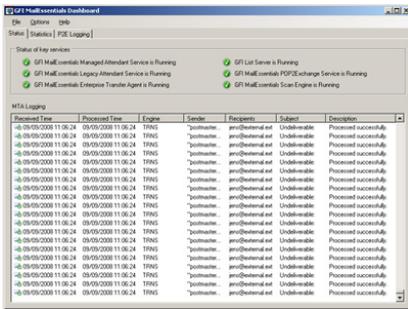
GFI MailEssentials also ships with a precise, real-time dashboard that gives administrators a visual of the software's status and as well as the server's email flow. Components shown on the dashboard are the status of key services provided by GFI MailEssentials, statistics of email flow and blocked spam and also POP2Exchange logging.

#### ■ Improved performance

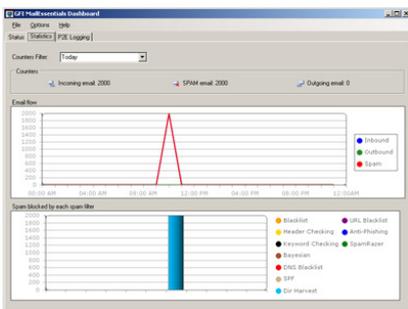
GFI MailEssentials hooks into Exchange server at the SMTP protocol level and the Exchange server does not need to download all the email before the software can determine whether an email is spam or a genuine message. This feature saves bandwidth and processing power.



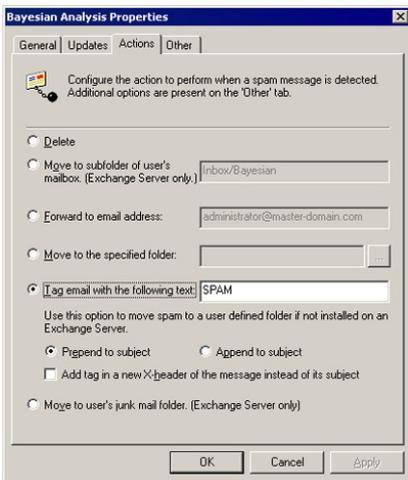
GFI MailEssentials anti-spam filters



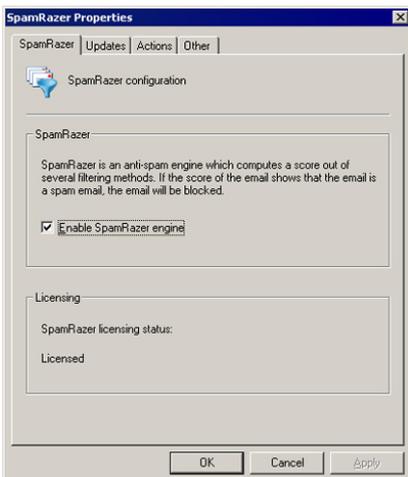
GFI MailEssentials dashboard – status tab



GFI MailEssentials dashboard – statistics tab



Extensive options to deal with spam



Increase the spam capture rate through the SpamRazer engine

## ■ Inbuilt spam reporting

Administrators can now use GFI MailEssentials's reporting function to send a daily report to the users within the organization that shows how many emails were received by that individual and how many emails are identified as spam and filtered. This snapshot of email traffic shows the end-user how effective the anti-spam engine is and that the bulk of spam sent to him or her was successfully captured. The report also gives a full list of those emails identified and filtered as spam.

## ■ Eliminate hard to catch NDR, MSNBC and CNN spam!

With spammers controlling tens of thousands of zombie machines, these large botnet armies have become one of the leading sources of spam. The Botnet/Zombie check in GFI MailEssentials eliminates hard to catch attachment spam such as image spam, PDF spam, Excel and ZIP spam. The attachment spam check filters this attachment spam quickly, efficiently and with a very low rate of false-positives. GFI MailEssentials uses two anti-spam filter engines and a variety of technologies such as Bayesian Filtering and IP reputation filtering to keep Non-Delivery Report (NDR), CNN spam, MSNBC spam and many more at bay.

## ■ Server-based anti-spam and anti-phishing

GFI MailEssentials is server-based and installs on the mail server or at the Gateway, eliminating the deployment and administration hassle of desktop-based anti-spam and anti-phishing products. Desktop-based software involves training your users to create anti-spam rule sets, and subsequently users have to spend time updating these rules. Besides, this system does not prevent your server message stores from filling up with spam.

## ■ Bayesian filtering technology

Bayesian filtering is widely acknowledged by leading experts and publications as the best way to catch spam. A Bayesian filter uses a mathematical approach based on known spam and ham (valid email). This gives it a tremendous advantage over other spam solutions that just check for keywords or rely on downloading signatures of known spam. GFI's Bayesian filter uses an advanced mathematical formula and a dataset which is 'custom-created' for your installation: The spam data is continuously updated by GFI and is automatically downloaded by GFI MailEssentials, whereas the ham data is automatically collected from your own outbound mail. This means that the Bayesian filter is constantly learning new spam tricks, and spammers cannot circumvent the dataset used. This results in a 98+% spam detection rate, after the required two-week learning period. In short, Bayesian filtering has the following advantages:

- Looks at the whole spam message, not just keywords or known spam signatures
- Learns from your outbound email (ham) and therefore greatly reduces false positives
- Adapts itself over time by learning about new spam and new valid email
- Dataset is unique to your company, making it impossible to bypass
- Multilingual and international.

## ■ Downloads updates to spam profile database

GFI MailEssentials can download updates to the Bayesian spam profile database from the GFI site, ensuring that it recognizes the latest spam and spamming techniques. GFI maintains the spam profile database by working with a number of spam collection organizations that continually supply spam samples.

## ■ Protect your users against the menace of phishing emails

GFI MailEssentials' anti-phishing module detects and blocks threats posed by phishing emails by comparing the content of the scam with a constantly updated database of blacklisted mails, thereby ensuring all the latest phishing emails are captured. As extra protection, it also looks for typical phishing keywords in every email sent to your organization.

## ■ Sort spam to users' junk mail folders

GFI MailEssentials gives you the flexibility to choose what to do with spam. You can delete it, move it to a folder, forward the spam mail to a public email address or folder, or send it to individual customizable folders (for example, a "junk mail" folder) in the end-users' inboxes. This allows users to easily review mail that has been flagged as spam.

### ■ List server for newsletter lists and discussion lists

A list server is the best method for distributing company newsletters, since it automates the process of allowing users to subscribe and unsubscribe (required by anti-spam regulations). However, until now, list servers have been expensive and difficult to administer and they did not integrate with Exchange Server. GFI MailEssentials integrates with Exchange and can use Microsoft Access or Microsoft SQL Server as the backend. Both newsletter lists and discussion lists are supported.

### ■ Easy tuning of the Bayesian engine via public folders

Administrators can easily tune the Bayesian engine by dragging and dropping spam or ham to the appropriate public folder. GFI MailEssentials learns from the spam and ham that it picks up from these folders and further improves its spam detection rate. Administrators can control access to this feature through the use of Public Folder security.

### ■ Allow users to whitelist or blacklist via public folders

GFI MailEssentials allows users to whitelist or blacklist senders simply by dragging and dropping the appropriate mail to a public folder. This gives users more control and reduces administration. Administrators can control access to this feature through the use of Public Folder security.

### ■ Email header analysis and keyword checking

GFI MailEssentials intelligently analyzes the email header and identifies spam based on message field information. It detects forged headers, encoded IPs, spam mutation, spam sent from invalid domains, and more. It also enables you to configure keywords to check for spam using keyword checking.

### ■ Third party DNS blacklists (DNSBL) checking

GFI MailEssentials supports DNS blacklists (real time black hole lists), which are databases of known spammers. If the sending mail server is on one of those lists, it marks the email as spam. GFI MailEssentials supports popular third party blacklists such as ORDB, SpamHaus, Spamcop and also enables administrators to configure custom RBL servers.

### ■ Support for multiple third party SURBL servers

GFI MailEssentials checks email content against SURBL servers. Administrators can configure multiple SURBL servers, add their own and also define the priority of which server should be checked first. More information on SURBL can be found at <http://www.surbl.org>.

### ■ Automatic whitelist management reduces false positives

Whitelists enable you to ensure that email from particular senders or domains are never flagged as spam, permitting more stringent anti-spam rules. GFI MailEssentials includes a patent-pending automatic whitelist management tool, which automatically adds outgoing mail recipients to your whitelist. This greatly reduces false positives, without any need for additional administration. Whitelists can also be built based on domain names, email addresses and keywords.

### ■ Instant view of emails from new senders

The New Senders feature provides users with an instant view of emails sent from people they never had previous contact with, thereby helping users to better organize emails in their email client. If an email is not found to be spam by the GFI MailEssentials anti-spam modules and is also not on the whitelist, then the New Senders module has the ability to move the email to a user's subfolder, for example, Inbox\NewSenders.

### ■ Eliminates directory harvesting

Spammers often try to guess recipient addresses by generating multiple random email addresses at a domain; they then send their spam mail to all those addresses. GFI MailEssentials checks the validity of ALL the email addresses included in the mail sent, either via a query to Active Directory or through support for LDAP, and if they are not all valid, marks the mail as spam.

## System requirements

- Windows Server 2000/2003/2008 – Pro, Server or Advanced Server or Windows XP Professional
- IIS5 SMTP service installed and running as an SMTP relay to your mail server
- Microsoft Exchange server 2000, 2003, 2007, 4, 5 or 5.5, Lotus Domino, or an SMTP/POP3 mail server
- For the list server feature, Microsoft Message Queueing Services is required
- Microsoft .NET Framework 2.0.

## Awards



Download your evaluation version from <http://www.gfi.com/mes/>

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