

## **FED UP WITH SPAM?**

Feast on new solutions: Most everyone using e-mail has encountered spam—unsolicited junk mail that clogs e-mail systems, eats up network bandwidth and wastes valuable time. But spam is more than a mere annoyance. It is quickly becoming a conduit for fraudulent scams and identity theft. And to make matters worse, it's on the rise.

### **Fed Up With Spam?**

Everyone using e-mail has encountered spam—unsolicited junk mail that clogs e-mail systems, eats up network bandwidth and wastes valuable time.

But spam is more than a mere annoyance. It is quickly becoming a conduit for fraudulent scams and identity theft. And to make matters worse, it's on the rise.

Before November 2002, one in 12 e-mail messages in the average in-box was spam, according to Message Labs, a managed service provider specializing in e-mail security. This year 2009, this figure has jumped to over twenty spam to one good email.

Why the increase? 1. Many businesses now outsource their advertising to unrestricted offshore companies. These advertisers specialize in collecting e-mail addresses and forwarding spam messages by the thousands to get around the increasing number of state regulations that limit unsolicited e-mail. 2. The government refuses to prosecute many spammers because of "Freedom of Speech" laws. (For more information on anti-spam legislation, visit <http://www.spamlaws.com> )

To address this nuisance, IT manufacturers are stepping up their efforts to create spam-blocking solutions—and that can mean sales opportunities for you.

### **Desktop Software**

The first line of defense for small office and home office users is typically anti-spam software, which blocks e-mail on the desktop using a variety of filtering methods.

Rules-based filtering, for example, checks all incoming e-mail against characteristics frequently used by spam authors (e.g., word, catch phrases, or ";ADV" labels denoting advertisements). Black-list filtering compares e-mail message with directories of spam senders' ISP addresses. Once a message is identified as spam, the software will either delete it, or quarantine it temporarily in a junk mail folder.

Desktop-based spam-blocking software products are ideal for small businesses because they are easy to install, simple to configure, and inexpensive (usually less than \$100).

With these solutions, however, users must manage their own programs and system administrators don't gain the central control they often desire.

### **Server-Based Software**

For small to midsize businesses with e-mail servers—and a higher volume of spam—server-based solutions may be more effective.

Unlike desktop solutions, server-based software provides rules-based, content and block-list filtering directly on the server. Before suggesting this type of solution, make sure the existing hardware is robust enough to handle both an e-mail server and a secondary application. If processing power presents a concern, you may want to recommend a server-based hardware appliance.

*Source: Ingram Micro ADVISOR, July 2003, by Julie Bos*

### **Red Condor Spamming Service**

For small, midsize or enterprises businesses, I use Red Condor. They pull out all the spam before it even hits your email box. For a small charge per user per month, you can get your employee's productivity back! I find it cost effective, especially in small business where they don't host their own email. [www.redcondor.com](http://www.redcondor.com) To sign up for service, call Farnes Computer Systems at 954-956-7323 or email us.