



# Beating Spam (and the next challenges too)

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# Security is a Means, not an End

## DNS

32 Million Names

12 Billion Queries per day

**DDoS Target**

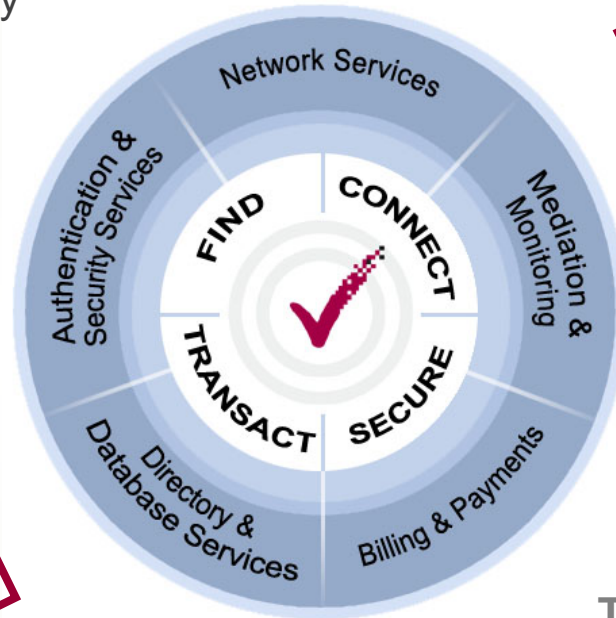
## Payments

107,000 Merchants

\$9 Billion Transactions per Qtr

30% of America E-commerce

**Phishing Target**



## Digital Certificates

400,000 Websites

150,000 Businesses

6 Million Individuals and Devices

**Phishing Target**

## Telecommunications – SS7

1100 Carriers

3 Billion Connections per Day

10 Billion Queries per Qtr

**Fraud Target**

# Messaging is more than the Internet killer app



**It is the nervous system of  
business communication**

# Two Questions

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## + How do we stop the pain?

### + Spam filtering

- + Effective but an ongoing cost
- + Product or outsourced, continuous intelligence is essential
- + Can never be a 'deploy and forget' solution

## + How do we cure the disease?

### + Accountability

- + Authentication
- + Accreditation
- + Consequences

# Authentication

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- + Are you who you say you are?
  - + IP Address
    - + SPF, CallerID
  - + Cryptographic
    - + Domain Key Identified Internet Mail
- + Authentication is the rock on which to build

# Accreditation

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- + Are you to be trusted?
- + Identity
  - + Provide address where legal process may be served
- + Undertaking
  - + I will conform to policy X
- + Audit
  - + She did conform to policy X

# Consequences

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- + **Reputation**
  - + Alice has broken her undertaking
- + **The Law**
  - + Alice gets sued
  - + Alice goes to prison

# Where Next?

- + Problem of spam is no longer simply the nuisance value
  - + Spam is the tool of organized crime
    - + Consumer fraud
    - + Viruses
    - + Phishing
  
- + Businesses should not only be concerned about spam coming in
  - + Must be concerned about spam that steals their reputation
    - + Banks – ‘Click here to confirm your account’
    - + Internet merchant – ‘Click here for this week’s deal’
    - + Any business – ‘How is the quarter going?’
  - + Must secure incoming and outgoing email
    - + Anti-spam & anti-virus are the starting point for Email security, not the end
  
- + Every email will be signed and encrypted by default
  - + Not just to stop spam, to stop the attacks beyond spam



Thank You

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For Information on The VeriSign Email Security Solution visit  
[www.verisign.com](http://www.verisign.com)