

Traffic Control stops spam before it hits your mail servers, cutting email operating costs by up to 95%.

Overview

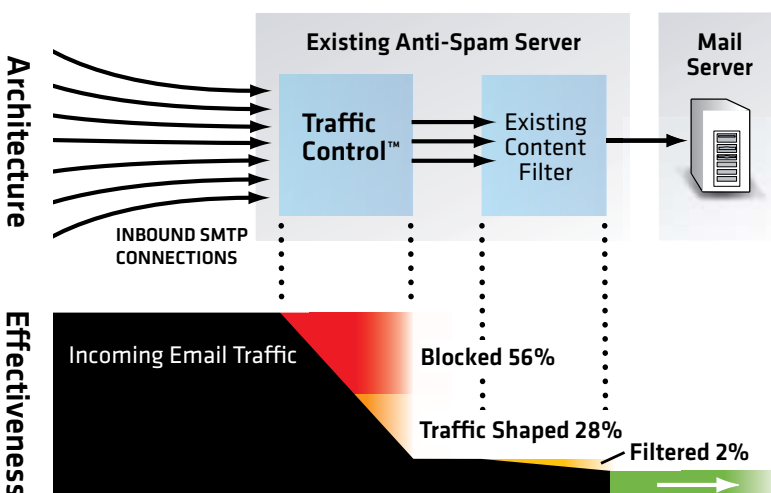
Most anti-spam systems block connections from known spam senders. But spam from new or unknown senders still has to be filtered – and filtering eats up server resources.

Traffic Control adds another powerful tool to the anti-spam arsenal: the ability to slow down traffic from suspicious and unknown sources. With their bandwidth reduced, spammers have no choice but to move on to easier targets. The net result is as much as a 95% reduction in the number of servers required to process email, and less spam reaching end users.

Learn more at www.mailchannels.com.

Handles up to 100,000 concurrent SMTP connections

Traffic Control easily manages tens of thousands of connections, and provides load balancing features to ensure that downstream mail servers are never overloaded. Most mail servers can handle no more than a few hundred connections at a time.



According to data collected from an Ivy League university, Traffic Control is 99.6% effective at eliminating botnet spam. By slowing connections from unknown sources, it eliminates much of the spam that blocking systems miss. An innovative connection multiplexing scheme allows Traffic Control to slow down incoming connections without overwhelming downstream servers with connections.

Features & Benefits

Reduces email traffic by slowing down spam

- Stops up to 95% of spam traffic that blacklists miss
- Intelligently multiplexes traffic to your servers, improving legitimate email throughput
- Tracks sender reputation using a real-time global reputation system

The only software-based email traffic shaping solution

- Integrates seamlessly with leading spam filtering solutions
- Runs on the same hardware as your existing mail servers

Significantly lower operating costs

- Handles up to 100,000 concurrent SMTP connections in under 1GB of RAM
- Processes more than 10 Million SMTP connections per hour
- Keeps mail flowing during heavy spam outbreaks
- Scales to meet the needs of a growing user-base

Designed to meet the needs of large receivers

- Web-based tools for customer support provide instantaneous resolution of mail delivery problems
- Personal 24/7 support ensures an engineer is never more than 5 minutes away

Case Study: SherWeb

A global hosted Exchanged provider, SherWeb is one of North America's fastest-growing hosting companies. Widely respected for its outstanding customer service and support, SherWeb prides itself on bringing business-class email service to all of its customers. When spam levels increased to the point where email delivery could be compromised, SherWeb took decisive action to maintain its service effectiveness.

The Challenge

A constantly growing number of users brought an unavoidable security challenge. In October 2008, a review of SherWeb's support tickets revealed that spam complaints were on top of the list - this issue was as frustrating to SherWeb's support staff as it was to the customers.

"For some time, high server loads on our cluster of Barracudas had been causing emails to be queued for later processing to such an extent that some users had experienced delays of as much as five minutes," said Jean Caron, director of technical support at SherWeb. "These delays were obviously very inconvenient for our users, which is why we urgently began to look at options to speed things up."

With a customer base growing at a rate of over 100% per year, SherWeb would have to buy new filtering appliances every few months just to keep up with email traffic from new users. Steady increases in spam would only multiply operating costs. Clearly, a new approach was required.

The Solution

SherWeb's CEO, Peter Cassar, had learned of MailChannels' Traffic Control (TC) solution at the HostingCon 2008 conference in Chicago.

MailChannels engineers outlined a solution that would see SherWeb installing TC gateways in front of its Barracuda Networks anti-spam appliances. After consulting with SherWeb's technicians and working closely with Barracuda's engineers, MailChannels configured the TC servers and provided personalized 24/7 customer support. After a brief period of testing, SherWeb moved its email traffic to the TC cluster, with immediate benefits.

"Traffic Control considerably reduce the number of connections managed by the Barracuda cluster," added Jean. "Traffic Control has solved the overloading issue that was causing excessive queues and is also proving to be the best solution in reducing spam over the long-term."

Statistics gathered by MailChannels showed that TC's traffic shaping technology had reduced the number of connections by nearly 90% over what they were previously blocking.

Significant Rewards

Infrastructure Cost Reduction

With TC reducing load by 60-80%, SherWeb was able to avoid acquiring new anti-spam appliances every few months, not to mention avoid significant engineering effort to segment its user base into a number of email clusters.

Improved Competitiveness

Because email is SherWeb's primary business, a high level of anti-spam effectiveness is a key indicator of the company's strength. TC enabled SherWeb to maintain and expand on its market leadership, making customers happier while ensuring SherWeb will continue to increase its top line.

The Future

"To excel in the hosting industry, we need to be always on the lookout for innovative, carrier-grade solutions in order to grow our business," stated Peter. "Now that spam is no longer a concern, SherWeb can focus on growth areas such as cloud computing services, mobile messaging, and proactive improvements in the customer experience," he concluded.

Supported Platforms

Linux (x86 32 and 64-bit)

- RedHat Enterprise Linux 4+
- CentOS 4.6+
- SUSE Linux Enterprise Server 9+
- Debian
- Ubuntu

Recommended Hardware

- Multi-processor x86 (32 or 64-bit)
- 2GB RAM

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www.mailchannels.com/demo



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