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# Messaging Policy Management

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## Introduction

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- ◆ Primary Obstacles

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- ◆ Outbound

## Closing

- ◆ Solution Road Map
- ◆ Our Area
- ◆ Q&A



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# Messaging Policy Management

## Definition & Scope

- Digital Corporate Communications
  - Email
  - IM
  - Other
- Policies driven by:
  - Internal usage rules
  - Government regulations
- Presentation Scope:
  - General Overview
  - Excluding Mobile/Web
  - Focus on Email

*While 32% of organizations have detailed and thorough email policies in place, only 12% of organizations have detailed IM policies in place. However, even more striking is the fact that while virtually all companies have an email policy, about one-half of organizations do not have an IM policy.\*\**



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# Messaging Policy Management

## Risk Analysis

### -Inbound

- Offensive material
- Malicious content
- Unwanted information
- Information retention & analysis

### -Outbound

- Intellectual property
- Customer information
- Employee information
- Quality control (ex. Marketing, legal)
- Information retention & analysis

*Three out of four organizations are at risk for losing important business records contained in messaging systems that must be retained on a long-term basis. This is because a majority of organizations have no policies or systems in place to prevent the loss of this content.\*\**



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# Messaging Policy Management

## Primary Obstacles

### -Cost

- Risk mitigation vs. profit increase
- Initial expenses
- Reoccurring expenses
- Difficult ROI until too late

### -Complexity

- Scoping policy depth
- Internal ownership
- Business to technology solution translation
- Total costing analysis
- Internal resources
- Unique for each company

*Most organizations have a need to implement specific policies that are unique to their business or industry. Nearly three-quarters of organizations would prefer to scan messages based on their content and would prefer to archive them based on this content.\*\**



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## Policy Management Breakdown

### -Inbound

- Network security
- Connection level checks
  - Sender authentication
  - Recipient authentication
- Content filtering
  - Company rules
  - Regulatory compliance
- Actions
  - Pass, Drop, Reject, Flag, Archive, Alert
- End-User involvement
  - Training
  - Support Cost
- Administration
- Monitoring
- Audits
- Adjustments

*Inbound content issues are the primary drivers for creating and managing corporate messaging policies. Most organizations are on their second or later generation of both anti-virus and anti-spam systems.\*\**



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# Messaging Policy Management

## Policy Management Breakdown – *Continued*

### -Outbound

- Documented Corporate Policies
- Outgoing Message Analysis
  - Employee to employee
  - Employee to external source
- Content filtering
  - Company rules
  - Regulatory compliance
- Actions
  - Pass, Drop, Reject, Flag, Archive, Alert
- End-User & Receipt Involvement
  - Training
  - Support Cost
- Administration
- Monitoring
- Audits
- Adjustments

*Only about one-third of organizations have deployed automated systems that can scan outbound messaging content for policy violations. \*\**



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# Messaging Policy Management

## Solutions Road Map

- Messaging Policy Documentation
- Risk Analysis Rating
- Business Solution Statements
  - Prioritized by Risk Rating
  - Employee Training
  - Procedures
- Technology Solution Analysis
  - Adaptability
  - Scalability
  - Implementation Plan
- Business & IT Audits
  - Post roll out
  - Reoccurring
- Policy Adjustments

*Two-thirds of organizations believe that there could be a better internal understanding of company messaging policies and improved compliance with them.\*\**



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# Messaging Policy Management

## Market Information

Most organizations want to use messaging policies to:

- Prevent against inappropriate use of email and IM systems

- Protect against the loss of intellectual property and sensitive content

- Regulations also figure into organizations' policy management systems

Only about one-third of organizations consider their current email policy to be detailed and thorough.

Current policies designed to protect organizations against the leakage of sensitive information, or those that are designed to encrypt content that is sensitive or confidential, are not considered effective by the majority of organizations.

About two in five organizations are dependent upon employee training to ensure their messaging policy. However, a significantly greater proportion of organizations depend upon automated technologies to ensure policy compliance. Automated technologies are perceived as significantly more effective at ensuring email policy compliance than training.



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**A.I. Engine**

**95%+ SURE of SPAMMER PATTERNS**

**QUARANTINE**

**< 95% SURE of SPAMMER PATTERNS**

**A.I.% CERTAINTY**

**HEURISTIC RULES**

**COMBINED SCORE**

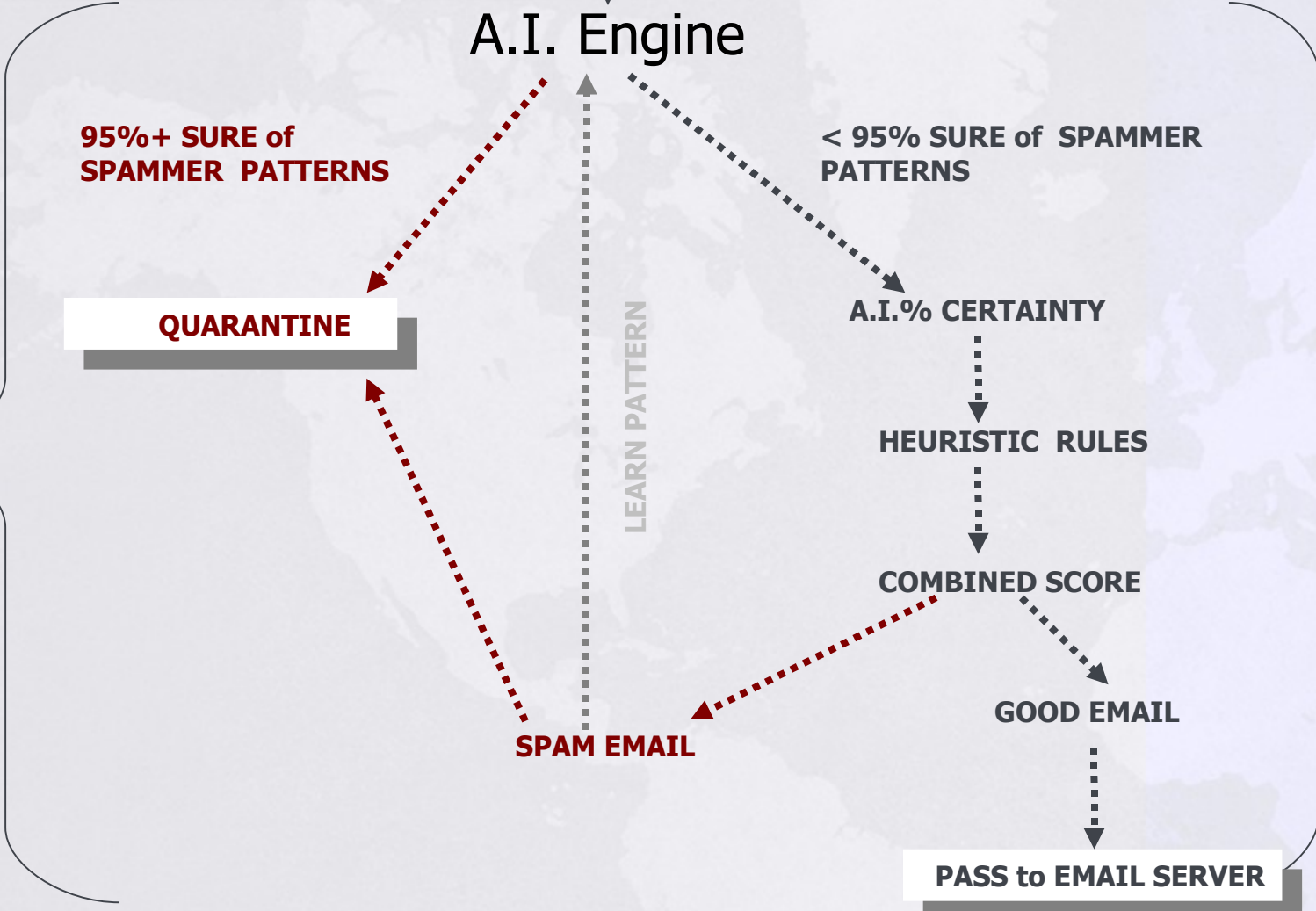
**GOOD EMAIL**

**SPAM EMAIL**

**LEARN PATTERN**

**PASS to EMAIL SERVER**

**A.I. ANTI-SPAM**



**From:** [Espion Interceptor <support@espionintl.com>](mailto:support@espionintl.com)

**Date:** 4/17/2006 12:02 AM

**To:** [drew@espionintl.com](mailto:drew@espionintl.com)

## espion Interceptor Periodic SPAM Report

User Email: [drew@espionintl.com](mailto:drew@espionintl.com)

SPAM Report Frequency: 24 hours

Total SPAM Messages: 23

Messages under SPAM threshold: 23

SPAM Threshold Setting: 100

### Quarantined SPAM Messages

Date	From	Subject	Spam Score	Retrieve
2006-04-16 09:23:48	<a href="mailto:leppikangas@google.com">leppikangas@google.com</a>	The Ultimate Online Pharmaceuticals	17	<a href="#">RETRIEVE</a>
2006-04-16 14:40:44	<a href="mailto:andrew_wilcox@mail15.com">andrew_wilcox@mail15.com</a>	Watch your body change with Hoodia	17	<a href="#">RETRIEVE</a>
2006-04-16 18:41:55	<a href="mailto:cjf@bigfoot.com">cjf@bigfoot.com</a>	Premier	17	<a href="#">RETRIEVE</a>
2006-04-16 02:49:02	<a href="mailto:matt.doidge@contactmo...">matt.doidge@contactmo...</a>	Fast Track Degree Program	16.9875	<a href="#">RETRIEVE</a>
2006-04-16 10:16:15	<a href="mailto:geoffrey@psychologen.biz">geoffrey@psychologen.biz</a>	Want your love back? Check it out!	16.9875	<a href="#">RETRIEVE</a>
2006-04-16 12:46:06	<a href="mailto:shshin@ensarsilver.com">shshin@ensarsilver.com</a>	University Diplomas	16.9875	<a href="#">RETRIEVE</a>
2006-04-16 16:19:52	<a href="mailto:reginald@pradella.biz">reginald@pradella.biz</a>	Want your love back? Check it out!	16.9875	<a href="#">RETRIEVE</a>
2006-04-16 00:30:55	<a href="mailto:1.7@1...">1.7@1...</a>	Class D	16.9875	<a href="#">RETRIEVE</a>



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OUTBOUND EMAIL

A.I. Engine

**95%+ SURE of PHI PATTERNS**

**EMAIL TAGGED for SECURE DELIVERY**

**< 95% SURE of PHI PATTERNS**

A.I.% CERTAINTY

TERMS and RULES

COMBINED SCORE

REGULAR EMAIL

**SEND as NORMAL**

**PHI EMAIL**

LEARN PATTERN

**A.I. Encryption**

