

Anti-Spam Approaches

by AmikaNow! Corporation

This table depicts the approaches that one should take when looking for an anti-spam solution. The information has been produced by AmikaNow! Corporation. For additional details and clarifications on this table, email mangement@amikanow.com or visit www.amikanow.com!

Technique	Method	Questions to Ask
RBL - Real-Time Black Hole Lists	IP address blocking based on reported spam. Block every single email from an SMTP server or relay.	<ul style="list-style-type: none"> § Who chooses the addresses to block and why? § What if I need to communicate with someone in these blocked servers or relays?
DCC - Distributed Checksum Clearinghouse	Blocking of spam by matching checksums of the text that has been seen previously through 'machine eyes' only.	<ul style="list-style-type: none"> § How many copies of a message are passed to my clients before the system blocks them? § How does it work when spammers now send embedded serial numbers (checksum breakers) in the messages? § How does it differentiate newlists that my clients want from spam they don't want?
Signature-Based	Blocking of spam by matching checksums of the text that has been seen previously through 'human eyes'.	<ul style="list-style-type: none"> § How long does it take until the pattern for a new spam email is available on my installation? § How does it work when spammers now send embedded serial numbers (checksum breakers) in the messages?
Keyword-based Filtering	Rules-based blocking of spam based on keywords and key phrases input by humans.	<ul style="list-style-type: none"> § How many rules are maintained? § How are those rules maintained to ensure coverage? § Who maintains the rules?
Permission-Based	Reject every single email that is not authorized, either by absence in an address book or by a tag in the email.	<ul style="list-style-type: none"> § How do I mitigate the negative, in-your-face effect on customers trying to reach my clients? § How does it handle changing email addresses in the address book? § Who manages the address book?
Concept-based Filtering	Blocking of spam based on automatic concept detection in text.	<ul style="list-style-type: none"> § Are the concepts definitions managed in an easy to maintain fashion? § Who updates the concept libraries? § What is the concept granularity? Can the concept blocking be based on specific concepts (e.g. federal lending rates versus "get a cheap loan")?