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!

<table>
<thead>
<tr>
<th>Technique</th>
<th>Method</th>
<th>Questions to Ask</th>
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| RBL - Real-Time Black Hole Lists | IP address blocking based on reported spam. Block every single email from an SMTP server or relay. | ✅ 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. | ✅ 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 newslists that my clients want from spam they don't want? |
| Signature-Based Filtering | Blocking of spam by matching checksums of the text that has been seen previously through 'human eyes'. | ✅ 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. | ✅ How many rules are maintained?  
✅ How are those rules maintained to ensure coverage?  
✅ Who maintains the rules? |
| Permission-Based Filtering | Reject every single email that is not authorized, either by absence in an address book or by a tag in the email. | ✅ 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. | ✅ 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")? |