# 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 _____     _____

| 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. | § Who chooses the addresses to block and why?<br>§ 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?<br>§ How does it work when spammers now send embedded serial numbers (checksum breakers) in the messages?<br>§ How does it differentiate newslists 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'. | § How long does it take until the pattern for a new spam email is available on my installation?<br>§ 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?<br>§ How are those rules maintained to ensure coverage?<br>§ 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. | § How do I mitigate the negative, in-your-face effect on customers trying to reach my clients?<br>§ How does it handle changing email addresses in the address book?<br>§ 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?<br>§ Who updates the concept libraries?<br>§ What is the concept granularity? Can the concept blocking be based on specific concepts (e.g. federal lending rates versus "get a cheap loan")? |