

**2008 European Messaging Security Technology Innovation of the Year Award****Commtouch Software Ltd.**

The 2008 European Messaging Security Technology Innovation of the Year Award goes to Commtouch® Software Ltd. of Netanya, Israel, in recognition of the company's revolutionary efforts and technology innovation in real-time outbreak protection. Powered by its highly innovative Recurrent Pattern Detection™ (RPD™) and GlobalView™ Reputation Technologies, Commtouch Software Ltd. has not just addressed the rigorous needs of the enterprise security industry but they have also helped revolutionize and advance the overall network security industry. With consistent performance and a seamless display of innovations, the company has clearly set new standards in delivering true, quality network protection.

**Company Background**

Commtouch is a leading global developer and provider of proprietary virus protection, anti-spam and IP reputation solutions. The company specializes in developing patent protected innovative technologies and solutions towards protecting and securing critical enterprise communication assets that it markets through licensing agreements with over 100 security vendors globally. With over 17 years of experience and a comprehensive set of winning innovations, Commtouch Software Ltd. is a leader in the messaging security industry. With its proprietary Recurrent Pattern Detection and GlobalView technology, Commtouch has clearly demonstrated true quality excellence in its various security solutions, while systematically progressing towards dynamic growth and a sizeable share of the network security market.

**Technology Relevance in the Market Place**

Considering the resounding fact that e-mail has established itself as the most powerful communications tool within enterprises, there is a paramount need to protect it. Current trends in the industry show a significant rise in the number and severity of messaging and Web-based threats. The increase in the popularity of the Web as a

primary means of communications has attracted most hackers to employ a blended variety of threats through spam, viruses, worms, phishing, and Trojans. With e-mail still being the most effective means for communications and for transferring malicious content, such threats are being collectively designed to perform coordinated attacks on critical enterprise systems. When analyzing the solution to this industry challenge, it becomes evident that the most efficient approach would be to support enterprise assets with an intelligent zero-hour protection that could defend the systems against even unknown threats. The necessity of such a security solution has become tremendously vital to support the new multilayered defense strategy that most enterprises are currently adopting.

### How the Technology Works

Toward this, Commtouch has recently showcased its innovative outbreak protection solutions based on the company's RPD and GlobalView technology, thereby providing the added layer of defense. The Commtouch approach is entirely based on a critical evaluation of the primary distinctiveness of malware and spam through e-mails, that is, their mass distribution. As strong and pioneering technology in e-mail outbreak protection, RPD acutely demonstrates key capabilities in performing best-in-class malicious content detection in e-mails. Exhibiting its advanced early threat detection capabilities in the first few moments of an outbreak, the RPD approach consistently ranks above similar anti-spam approaches. With the potential to analyze billions of e-mail messages each day, the RPD technology has been seamlessly embedded as an added layer of defense, thereby providing additional strength to the company's existing, comprehensive security solutions such as anti-spam gateways, zero-hour protection, and reputation services.

With an acute focus on delivering a threat-free enterprise environment, the RPD technology has been widely deployed to form the basis of the company's innovations in outbreak protection. To achieve real-time analysis of large volumes of Internet traffic, the company has developed the novel real-time detection center, and "in the cloud" protection model. The detection center performs an extensive breakdown of mass traffic distribution patterns to help identify new viruses and spam outbreaks, and to classify zombie botnets that are sending undesirable email. After detection, data signatures pertaining to new outbreaks pulled on demand by specially designed Commtouch engines, integrated into their licensing partners' offerings, which are deployed by end-customers worldwide.

The company delivers its outbreak protection in several offerings, each tailored as a different layer of messaging security: Anti-Spam, Zero-Hour™ Virus Outbreak Protection (VOP), GlobalView Mail Reputation, and Zombie Intelligence Service. Moreover, Commtouch provides several real-time outbreak monitors that continuously deliver a global analysis of current threats, sample malware titles, and spam subjects. Moreover, the RPD technology has been supported with GlobalView reputation values for billions of Internet protocol addresses, thereby facilitating the detection center with the ability to critically analyze the strength of the spam distribution patterns. The GlobalView and RPD technologies work in a self-learning feedback loop that is constantly improving. The company's outbreak protection solution, exhibiting enhanced abilities in extensively detecting anomalies and current attacks, gives clear testimony to the strength of the underlying RPD™ and GlobalView technologies. The technologies' full capabilities become clear when the overall loss of productivity and revenue is calculated through a spam cost calculator by simply analyzing the time wasted per response and response rate to spam detection.

### **Business & Partnerships**

The company's patented RPD and GlobalView technologies have been licensed and adopted by over 100 leading security vendors and service providers who cater to a large customer base of hundreds of millions of users across 130 countries. With more than 80,000 security deployments among various corporate networks using robust and innovative security technologies, Commtouch Software Ltd. is poised to reach new heights of success, while paving fresh avenues for their own growth. The company's years of research and development expertise in e-mail security solutions has enabled them to generate lucrative partnerships with leading companies in the service providers' and security vendors' domain.

### **Conclusion**

Due to their phenomenal capabilities in delivering advanced messaging security solutions through the innovative RPD and GlobalView technology, Frost & Sullivan is pleased to present Commtouch Software Ltd. with the 2008 European Messaging Security Technology Innovation of the Year Award

## Award Description

Frost & Sullivan's Technology Innovation Award is bestowed upon a company (or individual) that has carried out new research, which has resulted in innovation(s) that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. This award recognizes the quality and depth of a company's research and development program as well as the vision and risk-taking that enabled it to undertake such an endeavor.

## Research Methodology

To choose the award recipient, Frost & Sullivan's analyst team tracks innovation in key hi-tech markets. The selection process includes primary participant interviews and extensive primary and secondary research via the bottom-up approach. The analyst team shortlists candidates on the basis of a set of qualitative and quantitative measurements. The analysts also consider the pace of research and technology innovation, and the significance or potential relevance of the innovation to the overall industry. The ultimate award recipient is chosen after a thorough evaluation of this research.

## Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine the final rankings. The recipient of this award has excelled based on one or more of the following criteria:

- Significance of the innovation(s) in the industry, and across industries (if applicable)
- Potential of the products of innovation(s) to become industry standard(s)
- Competitive advantage of innovation vis-à-vis other related innovations
- Impact (or potential impact) of innovation(s) on company or industry mind share and/or company bottom line
- Breadth of intellectual property related to the innovation(s), that is, patents, scientific publications, and papers in peer-reviewed journals.

### About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

### About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, partners with clients to accelerate their growth. The company's TEAM Research, Growth Consulting and Growth Team Membership empower clients to create a growth-focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

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