

Proofpoint Dynamic Reputation and netMLX



Proofpoint Dynamic Reputation™—powered by Proofpoint netMLX™—adds the industry’s most powerful connection management features to your Proofpoint deployment. It’s the only email reputation service that uses a combination of local, predictive behavioral data and globally-observed reputation—analyzed by powerful machine learning algorithms—to block incoming connections from malicious IP addresses. The system provides enterprises with an accurate, first line of defense against spam, directory harvest attacks, denial of service attacks and other email-borne threats while delivering substantial bandwidth savings.

features

Unlike reactive, static reputation services that are forced to make critical trade-offs between connection shed rates, detection accuracy and response time, Proofpoint Dynamic Reputation delivers the highest performance in all three areas at once:

○ Rapid response times

The Proofpoint Attack Response Center collects information on millions of IP addresses, using data collected from Proofpoint honeypots, customer sites and other sources. Proofpoint netMLX machine learning algorithms continually parse hundreds of data points for all IP addresses in real-time to generate extremely timely, accurate network reputation scores. Because scores are updated every minute, Proofpoint Dynamic Reputation reacts to new spam sources, such as botnets, up to an order of magnitude faster than competing email reputation solutions.

○ Highest connection management and anti-spam accuracy

Proofpoint netMLX processing of hundreds of reputation-related attributes at the global level ensures that Proofpoint Dynamic Reputation always has access to the most comprehensive, accurate assessment of IP address reputation. False positive rates are less than one in one million. Proofpoint Dynamic Reputation delivers maximum load shedding and advanced connection management in front of Proofpoint’s formidable 99%+ accuracy anti-spam features.

○ Performance and efficiency gains

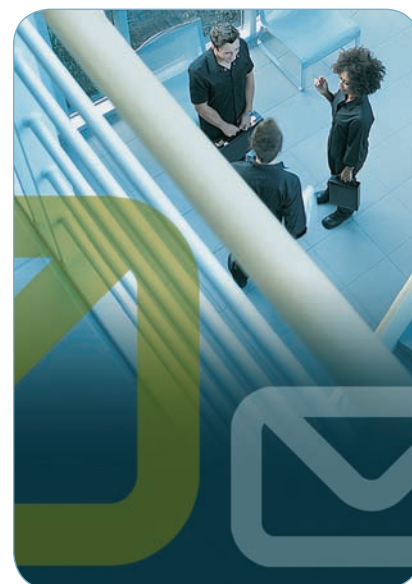
Proofpoint Dynamic Reputation and netMLX can block more than 80% of all inbound connections, radically reducing inbound email volumes and protecting organizations against rapidly-rising spam volumes—without installing additional hardware.

Combines the Best of Local and Global IP Reputation

All Proofpoint appliances and software deployments provide built-in, predictive, behavioral analysis of local IP traffic that responds in real-time to eliminate email traffic spikes and block or throttle malicious connections from botnets.

Customers with high email volumes can add enhanced protection to their Proofpoint deployments to further reduce connection volumes at the network edge. This protection is provided by Proofpoint netMLX reputation analysis technology, a global machine learning fabric built over and extending the machine learning technology that powers each Proofpoint customer deployment.

Proofpoint netMLX creates the industry’s most accurate and up-to-date database of reputation for IP addresses sending email across the Internet, allowing each customer site to benefit from the network effect provided by Proofpoint’s real-time, machine learning analysis of global sender behavior. Each minute, hundreds of data points for all IP addresses are parsed with advanced machine learning algorithms to generate a score that represents the sender’s reputation, whether positive or negative. Proofpoint Dynamic Reputation then uses these scores, combined with local behavioral data, to make intelligent decisions about accepting, throttling or rejecting incoming email connections.

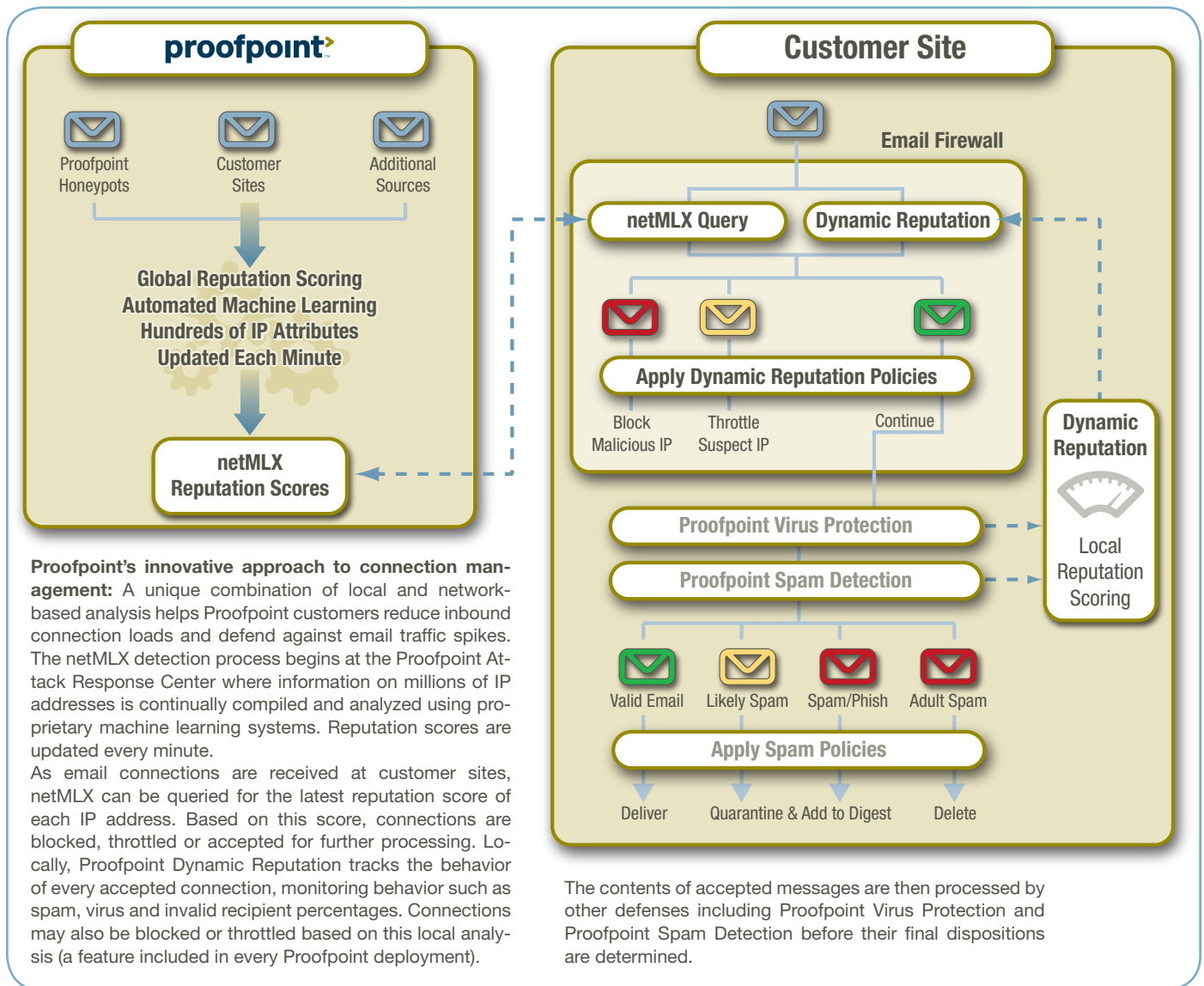


Benefits at a Glance

- **Innovative:** The world’s first dynamic, machine learning-based global email reputation solution.
- **Unique:** Combines local, predictive behavioral data and globally-observed reputation for maximum protection against malicious IP addresses.
- **High-performance:** Capable of blocking more than 80% of connections with less than 1 in 1 million false positive rate.
- **Rapid response:** One minute refresh rate ensures fastest response to new botnets or spam IPs; rapid, “self-annealing” behavior once IP addresses return to non-malicious behavior.
- **Accurate:** netMLX machine learning technology analyzes hundreds of reputation-related attributes for each connection, providing maximum accuracy. Boosts the 99%+ anti-spam accuracy of Proofpoint MLX to even higher levels.
- **Flexible:** Customize rate control and traffic shaping policies based on your organization’s unique needs.

Proofpoint Dynamic Reputation and netMLX

how it works



learn more

To learn more about Proofpoint's unique approach to email reputation analysis, register to download our whitepaper, *Next-generation Reputation Technology: Proofpoint Dynamic Reputation and netMLX*, by visiting:

<http://www.proofpoint.com/dynamicreputation>

Add the Power of netMLX to Your Messaging Security Infrastructure

Contact your Proofpoint account representative for more information on adding access to the Proofpoint netMLX database. All Proofpoint deployments include the local reputation analysis capabilities of Proofpoint Dynamic Reputation.

Most Accurate IP Reputation

Proofpoint Dynamic Reputation analyzes a wide array of reputation related attributes, including:

- SPF (standard, best guess)
- Percentage of spam, virus, phish and invalid recipients associated with IP
- URL and domain block lists
- DHCP addresses (zombies, botnets)
- Image history (fuzzy matching)
- Recipient list sizes
- Hundreds more

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