



Backscatter Defense

Overview

When a professional spammer forges your address as the sender of a mass mailing, your company's email server becomes the destination for thousands of bounced messages. Backscatter Defense automatically detects and rejects these illegitimate bounced messages.

Audience

Any high-profile company that is at risk for being victimized by spammers who disguise the true source of their exploits by using the addresses of respectable businesses in forged email headers.

Key Features and Functionality

Your company's operations and reputation are backed by decades of goodwill. That's why illegal spammers who have no goodwill of their own want to make it appear as if their phishing ploys and malware exploits originate from a reputable company—yours. That way, they'll lure more recipients into falling for the scheme, while avoiding detection and prosecution under anti-spam laws. Plus, they'll never have to deal with the "backscatter" of bounced messages from spam sent to addresses that don't exist. Backscatter isn't their problem—it's yours.

You want customers to recognize your email domain. You've made huge investments in establishing its visibility and protecting its reputation. It's exactly the kind of brand that spammers want to hide behind. And if they send millions of junk mail messages that use your company's domain as a return address, you need a solution to block the inevitable flood of bounced messages headed your way.

Our Backscatter Defense application guards the network perimeter against messages that were originally sent by criminals spoofing your company, have been rejected by the receiving MTA, and have now bounced to your email server. It works by performing several consistency checks across the bounced message's header and contents to determine whether the original message was actually sent from your domain. This method avoids the well-known limitations of Bounce Address Tag Validation (BATV) by eliminating nearly all backscatter without unnecessarily slowing down the delivery of legitimate email. With Backscatter Defense:

- You avoid overspending on IT resources and network bandwidth that would otherwise be used to process and store completely meaningless email.
- Technical and support staff have more time to devote to important projects, rather than solving utilization problems and throwing out junk.
- The email system remains free to serve employee needs.
- Business partners and customers can reliably get through to you.

Backscatter doesn't just clog up your email servers, network bandwidth, and storage space. It also impairs the legitimate function of those resources. That means it clogs up virtually every aspect of your business operations, affecting everything from employee productivity to customer satisfaction. Worse, it leads to overspending on IT capacity and staff time in order to deal with the effects of backscatter and restore the baseline network performance you've already paid for.

You don't need those problems. Let Sendmail do the dirty work for you. Tuned for your environment by our professional services team, Backscatter Defense saves you the trouble of and expense of cleaning up someone else's mess.