



ContentCatcher™

SPAM Management for Business™

"Unsolicited bulk e-mails now comprise 36 percent of all email traveling over the Internet, up sharply from 8 percent just one year ago."

- Consumer Action, 2003

"In 2003 spam will cost the average organization 1.4 percent of employee productivity, or \$874 per year per employee."

- Nucleus Research

"In 2007 spam is projected to cost U.S. businesses over \$75 Billion in lost employee productivity."

- The Radicati Group

"A 100-employee firm will lose approximately \$250,000 annually in lost employee productivity due to unsolicited e-mail."

- The Yankee Group, 2003

"SPAM Management for Business" is not just a slogan. Most filtering software was designed to filter Spam, not to deal with the business problems that Spam and other bulk e-mail causes.

While some of these software packages are technical marvels, they actually increase the Total Cost of Ownership of unsolicited email by shifting some of the burden of Spam from your end users to your IT Staff, while causing different issues for your clients.

IT resources are already strained in most organizations, and Spam management is not a function that adds value to your organization. These precious resources are better spent making IT work for your business, rather than spending inordinate amounts of time monitoring e-mails and configuring and supporting an anti-Spam infrastructure.

Most people understand that there is a real cost associated with unsolicited e-mail; lost productivity and IT costs related to viruses are examples of the secondary causes of these costs. Our solution to this problem is to avoid having these messages enter your environment in the first place, and to provide an easy method by which users can individually optimize their content management settings.

So why choose ContentCatcher?

Because our solution was designed from the ground up to deal with the business implications of unsolicited e-mail, as well as the overabundance of "opt-in" newsletters and email noise. It employs a layered approach that combines extremely powerful content inspection engines with a business logic layer and simple user interface that enables users to manage their Spam and other bulk content themselves, without any IT administration, thus reducing the TCO of unsolicited e-mail.

The value proposition of ContentCatcher is to appropriately manage the vast amounts of bulk email that your users deal with on a daily basis. This is accomplished by combining our custom software, best-in-breed content inspection technology, and our proprietary web-based management methodology. The end result is that your users know that if a message makes it to their Inbox, they need to read it.

Hundreds of satisfied clients have been relying on ContentCatcher to eliminate their Spam problem. Please request our whitepaper, which goes into detail on how we accomplish this feat better than any other solution on the market.

Problems not solved by other SPAM solutions	Unique benefits of ContentCatcher™
Users still receive 'opt-in' bulk mail	Users don't receive SPAM
Spam still crosses Internet Perimeter	Users don't have to delete ANY SPAM or opt-in mail
IT Staff must install, configure, & maintain solution	SPAM and viruses do not cross Internet Perimeter
E-Mail Server/Network resources still used	E-Mail Server and Network Resources are regained
Servers, OS, and Software to buy/support	Users can easily modify or 'tweak' filtering settings themselves
Users must know about 'False Positives' and call IT to get them released	IT Staff has nothing to install, configure, or support, no servers or software to purchase
Wireless users have no knowledge of or access to held messages	48 Hours to implement, nothing to change internally; users are discovered automatically
Per-User settings must be determined and configured by IT Staff, if possible	Unique Blackberry* and Wireless User Interface
Weeks/Months to deploy correctly	

Please visit

<http://www.contentcatcher.com> for more information.

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*Blackberry is a registered trademark of Research In Motion Limited.