



## TrustSphere LogiQ (BoxSentry)

### Overview

A single legitimate email that's incorrectly blocked by spam filters can put your business at serious risk. TrustSphere LogiQ™ for Sentrion minimizes the risk of false positives by using sophisticated authentication and reputation technologies to identify trusted email and to usher it past your spam filters.

### Audience

Regulated industries and any enterprise that wants to ensure delivery of important business messages such as invoices, RFPs, customer feedback, business introductions, supply chain EDI messages, and more.

### Key Features and Functionality

"Did you get my email?" "No...let me check my junk folder." If that missed message was something important—say, a request for information that could lead to a profitable new account—a phone call like this could make all the difference. But let's face it. When they don't hear back from you, most email senders just assume you're ignoring them and that you just don't care about their business.

Nothing could be further from the truth, of course. When spam filters block valid business email by mistake, chances are you'll never know it. According to Ferris Research, lost emails cost companies about \$3.5 billion each year, much of it due to "false positives"—legitimate messages that trigger spam filters for any number of wrong reasons.

If it deals with your business, any message sent should be a message received. TrustSphere LogiQ is designed to protect legitimate senders and make sure their messages always get through. It complements your existing anti-abuse systems with an equally robust system for identifying legitimate senders and reliably delivering their email.

LogiQ is a heuristic system that applies multiple, patented authentication and reputation technologies to determine whether the sender of an inbound email can be trusted. The application examines the message and its sender during key parts of the SMTP exchange, applying artificial intelligence-driven white-listing based on traffic analysis, network queries against the TrustSphere global reputation system, and industry-standard authentication techniques such as Sender ID (SPF) and DomainKeys Identified Mail (DKIM). These techniques minimize both of the most common causes of false positives:

- **Blocklists containing IP addresses that send a mixture of spam and legitimate email.** LogiQ instructs the Sentrion not to block the connection if the IP address is known to send some legitimate email, despite its presence on a blocklist.
- **Content filters that block messages containing suspicious words or patterns.** If LogiQ recognizes and authenticates the sender, it instructs the Sentrion to ignore content checks for that sender.

Because these techniques are based on actual knowledge regarding the IP address and sender—rather than probabilities and calculations—LogiQ never forces you to make the choice between tighter control over spam and the risk of losing wanted emails. Because you do care about your customers' and partners' business, and email is the way business gets done today.