Habeas – DKIM and Email Reputation

DKIM Email Authentication Summit February 13, 2006

Authentication & Reputation

- Authentication – verification of sending identity

    - Whitelists

    - SPF/SenderID

    - DKIM

- Reputation – trustworthiness of sending entity
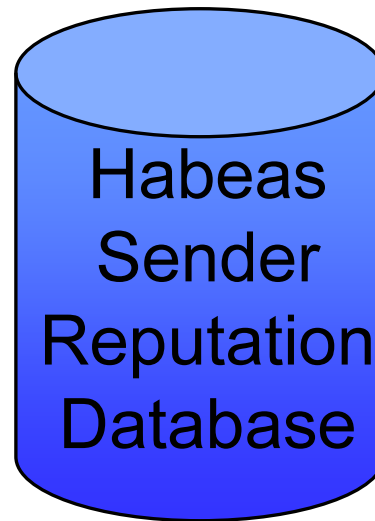
    - Certification

    - Compliance

Habeas Certification/Reputation Platform

Authentication

Habeas Email Reputation Services

Email Senders

Email Receivers

Habeas Sender Reputation Database
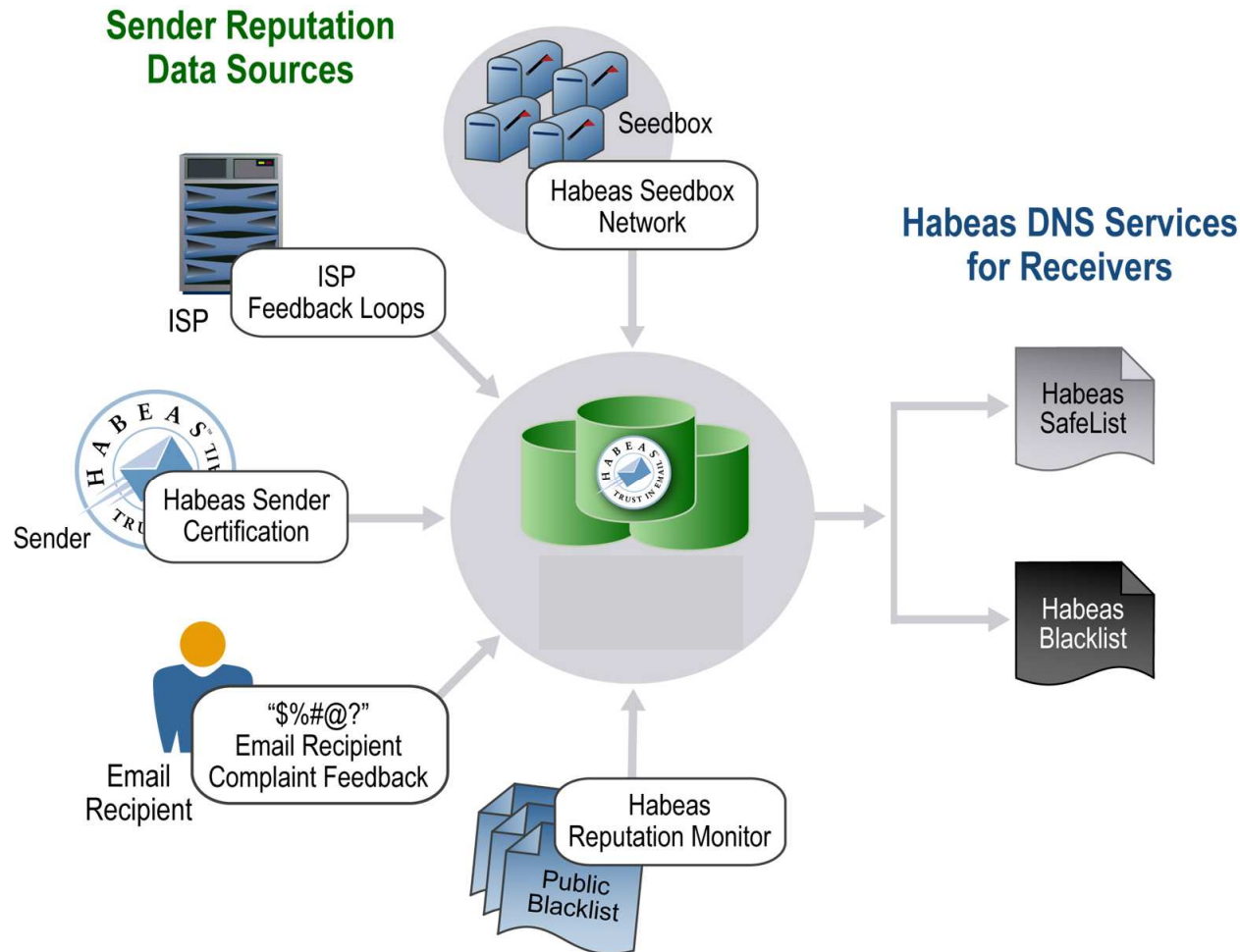
RepCheck → Certify → SafeList → Monitor → Mediate

Habeas Certification/Reputation Platform

Authentication

Tracking Sender Reputation

Multiple sources of data to track email reputation status of 10s of millions of sending IPs

Working with Habeas

- **Improve enterprise outbound email performance**
  - Marketing, Operational, Business mailstreams
  - habeas.com/repcheck

- **Edge of network whitelist, blacklist services**
  - Manage SMTP traffic more efficiently

- **Partner opportunities**

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