Dave Wright
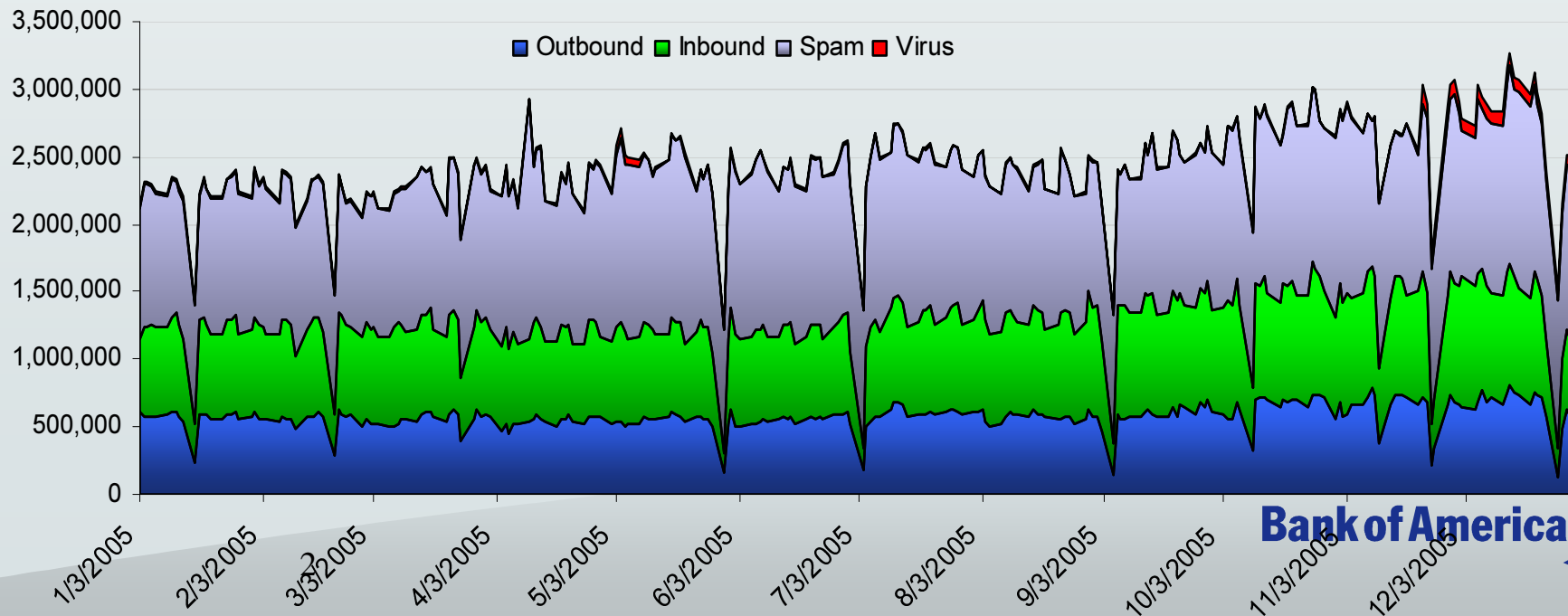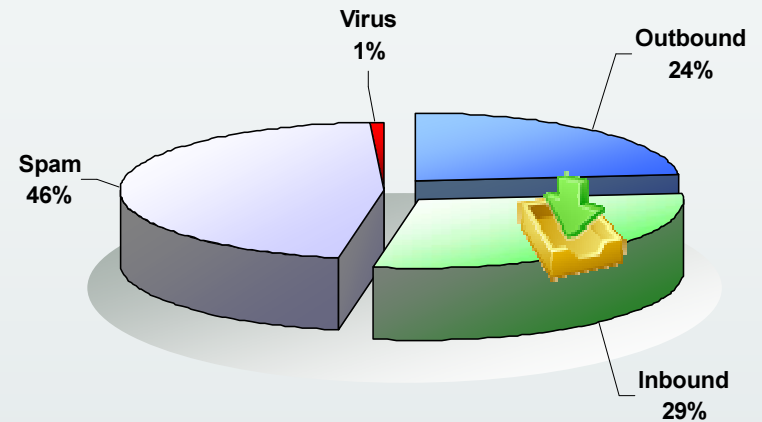
Dave.Wright@BankofAmerica.com
Sender Authentication

22.5% Increase in Internet email volume in 2005

Dave Wright – NCG Electronic Communications - 2006

- **767 MM Internet Email Messages in 2005**
- **Half of all inbound email is rejected**
- **1 out of every 9 messages is protected by encryption**
- **Over 50,000 secure messaging users enrolled in 2005**
- **1 out of every 110 messages contains a virus**
- **Sober virus: largest email worm of the year, over 2.5 MM blocked**

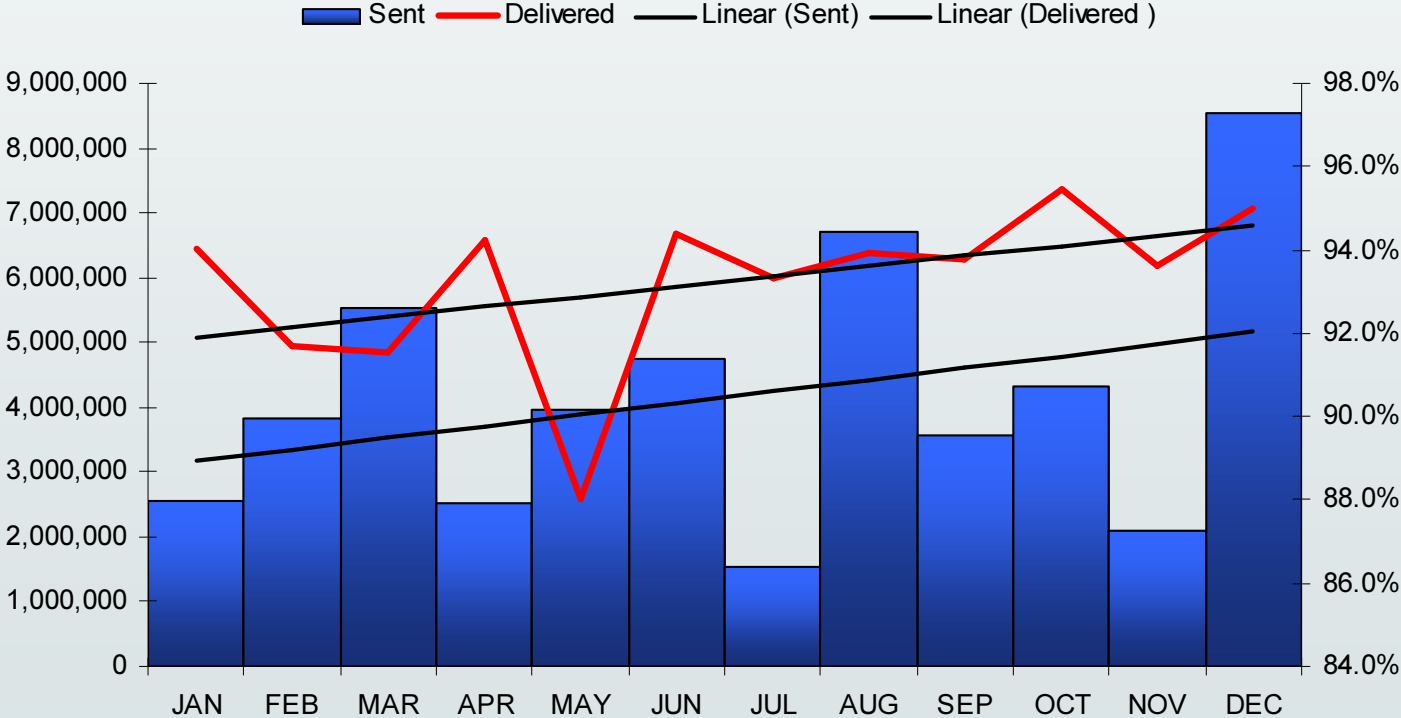Virus 1%
Outbound 24%
Spam 46%
Inbound 29%

Outbound ■ Inbound ■ Spam ■ Virus

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Direct Marketing

High average deliver rates are a direct result of constant filtering of email address list

Better tools needed for accurate identification to prevent fraud and increase delivery rates

2005 Sent and Delivered

Legend: Sent · Delivered · Linear (Sent) · Linear (Delivered)

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2006 Key Deliverables

- Maintain industry relationships with ISPs, vendors and working groups

- Develop authentication policies, communication, and management system – effort already blessed by CIS and eCommerce

- Begin inbound SPF scoring and metrics, further improving our hygiene program

- Deploy Domain Keys Identified Mail (DKIM)

- Enable Direct Marketing, transactional and foundational email

nov	dec	jan	feb	mar	apr	may	jun	jul	aug	sep	oct

Completed
- 2004 – Announce SPF direction
- 2005 –Enforce SPF Sender Policies

On track
- March 2006 – Start Inbound SPF Checks
- 2Q2006 – Work with industry partners, share SPF statistics
- 3Q2006 – DKIM Filtering Trials

Research other technologies
- Domain Keys Identified Mail (DKIM)
- Reputation Services

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