

The Accuracy Project

A project to show in meaningful numerical terms
MessageLabs' ability to protect its customers
from risk

3rd December 2008

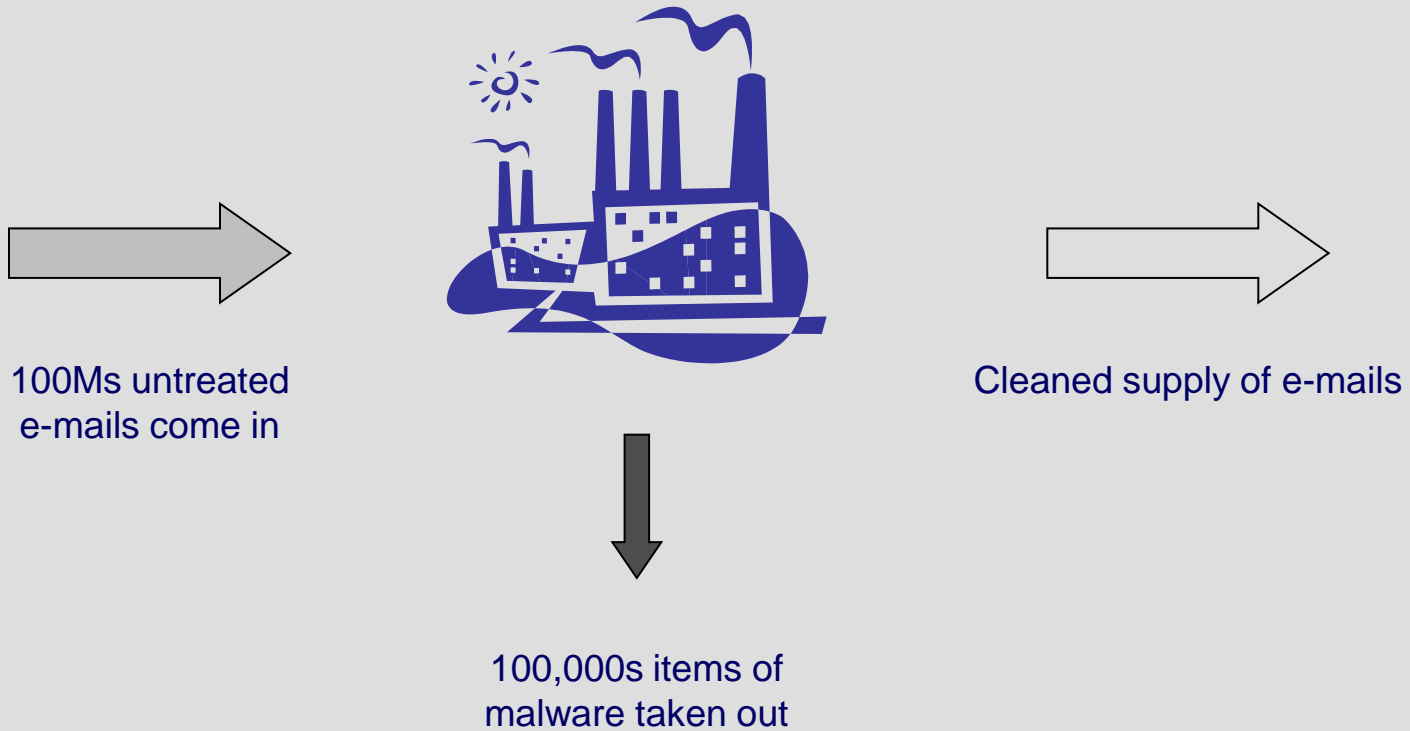
Dr John Leach

The Accuracy Project

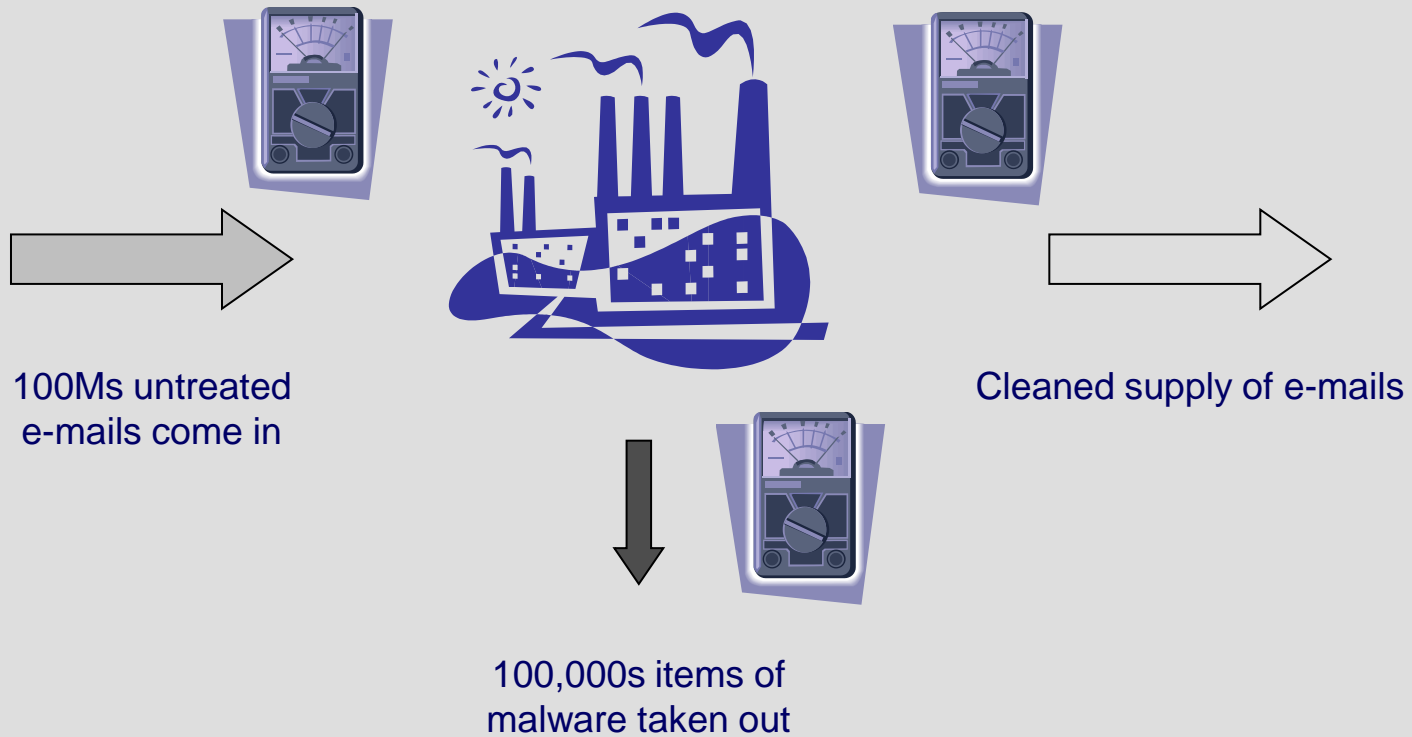


- The challenge
 - To put competing claims of effectiveness on a scientific footing
 - To move the debate on from the market stall to the lab
 - To provide honest, fair and useful numbers which describe the relative effectiveness of MessageLabs compared to other protection options
- My role:
 - As a scientist, to put this work on a proper footing (hard data, reliable results, repeatable)
 - To make the results relate to risk, not just be about impressive numbers of malware blocked

The Accuracy Project Concept



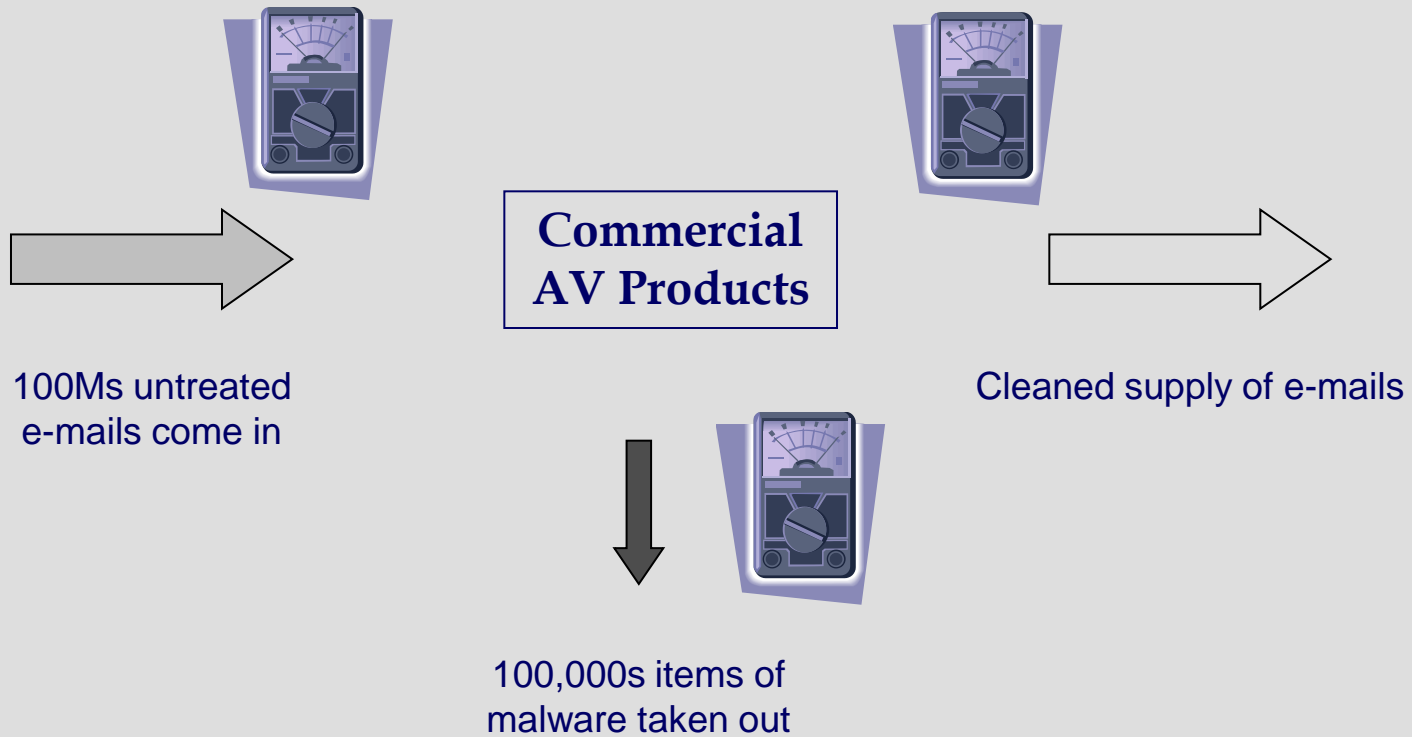
The Accuracy Project Concept



The Accuracy Project – Today's Results



The Accuracy Project – Today's Results



Making the Results relate to Risk



We want this to be about risk not just large numbers

- Concentrated on harmful malware
- Ensured results will be applicable to large and small organisations
- Made it independent of any particular commercial AV product or how that product might be optimised

The Way We Have Calculated Risk



For each of five different scenarios, we have:

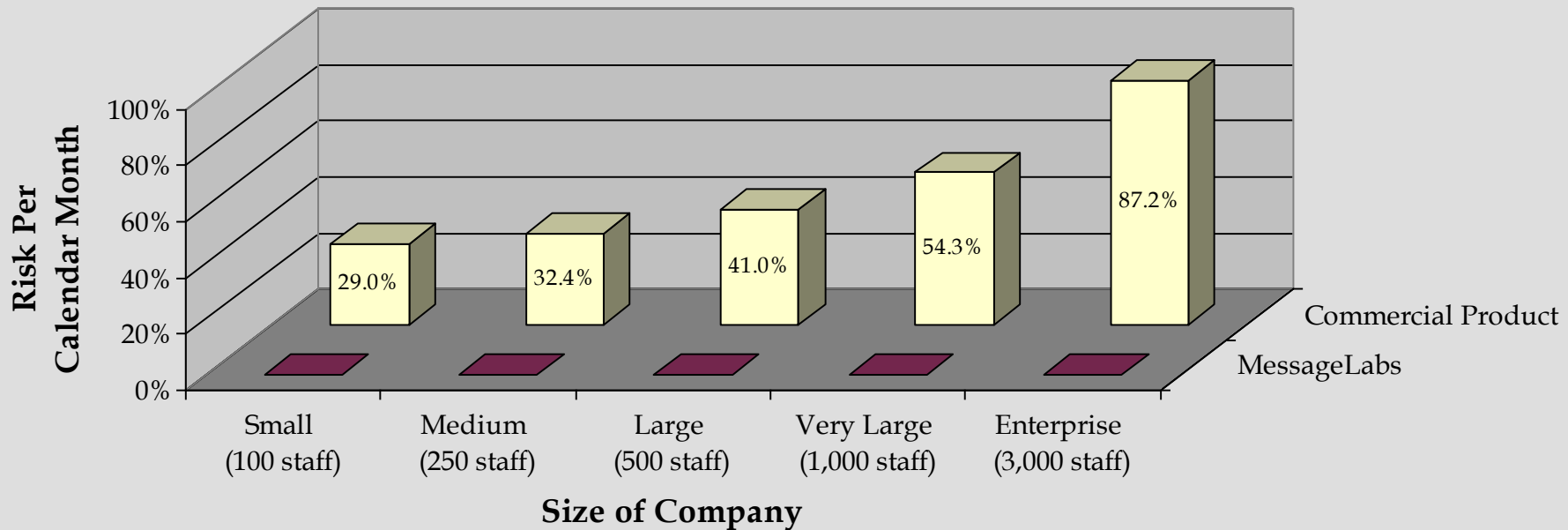
- Measured the levels of UHM in each pipe
- Calculated the probability of UHM being received by an end user
- Calculated the probability that the malware received will result in a major incident
- Calculated (using the ISBS 08) the expected costs pcm of those major malware incidents

Accuracy Project Results



Risk of a Major Malware Incident

Based upon an analysis of the volume of harmful e-mail malware seen on the Internet in the first half of October 2008



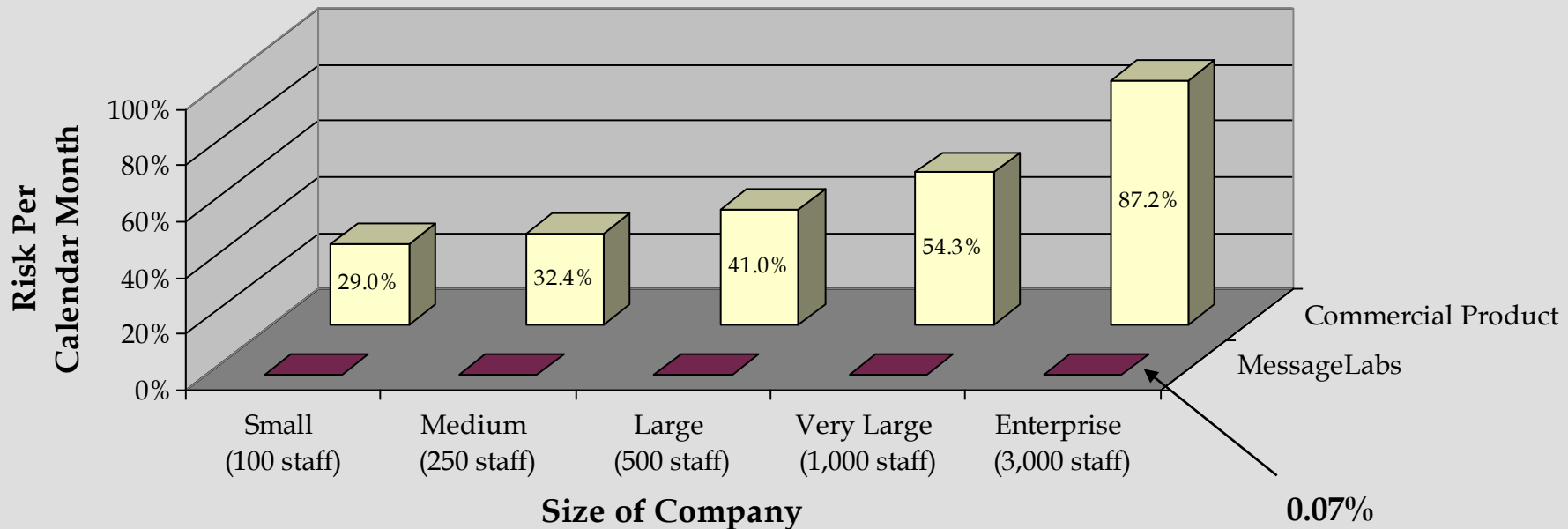
MessageLabs is astoundingly good at blocking malware which commercial AV products miss

Accuracy Project Results



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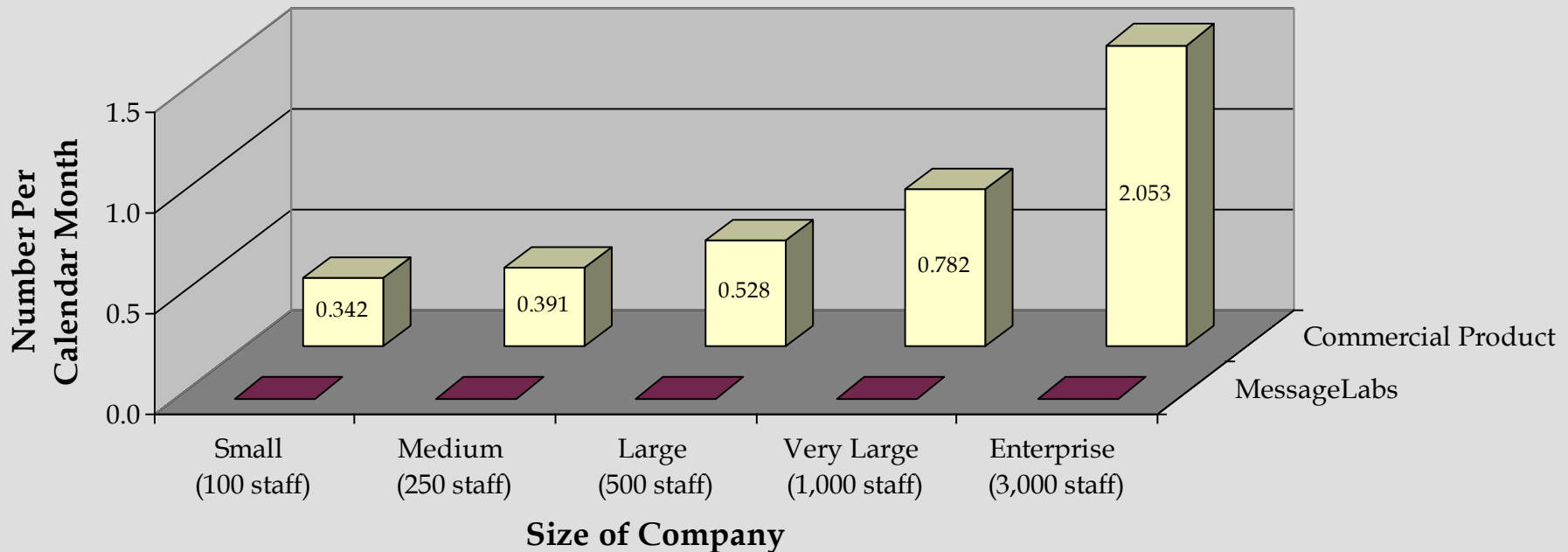


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Accuracy Project Results



Expected Number of Major Malware Incidents

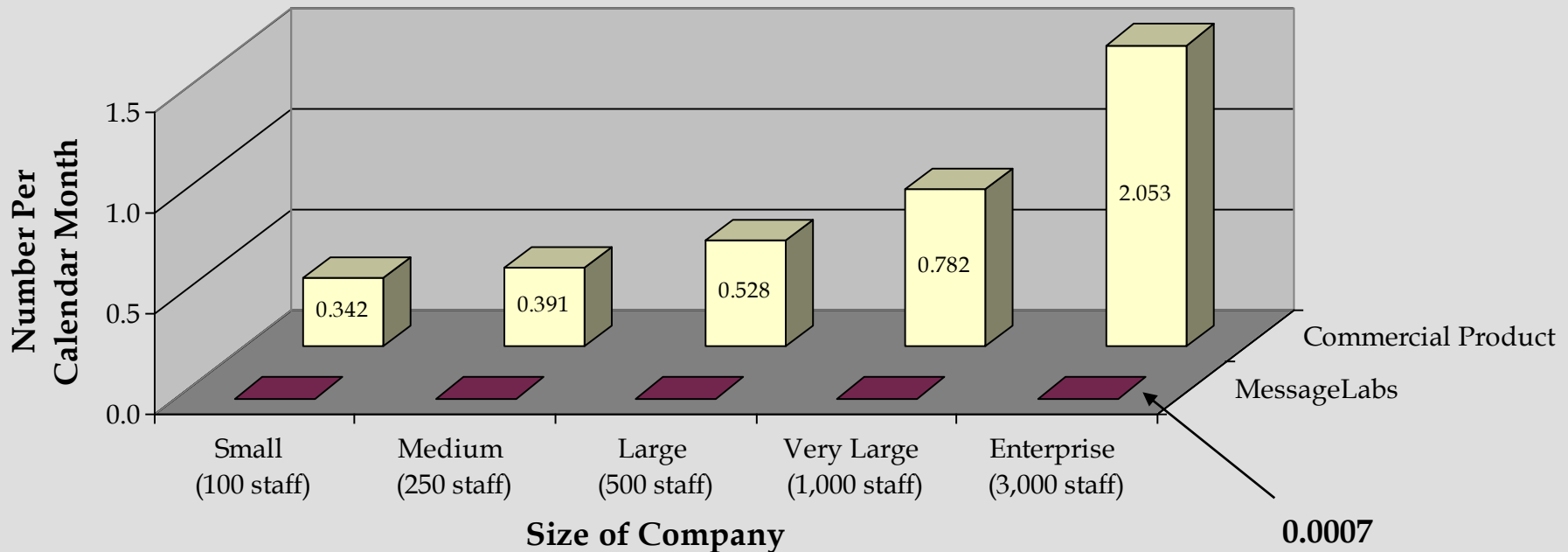


Markedly lower risk means markedly fewer major incidents

Accuracy Project Results



Expected Number of Major Malware Incidents



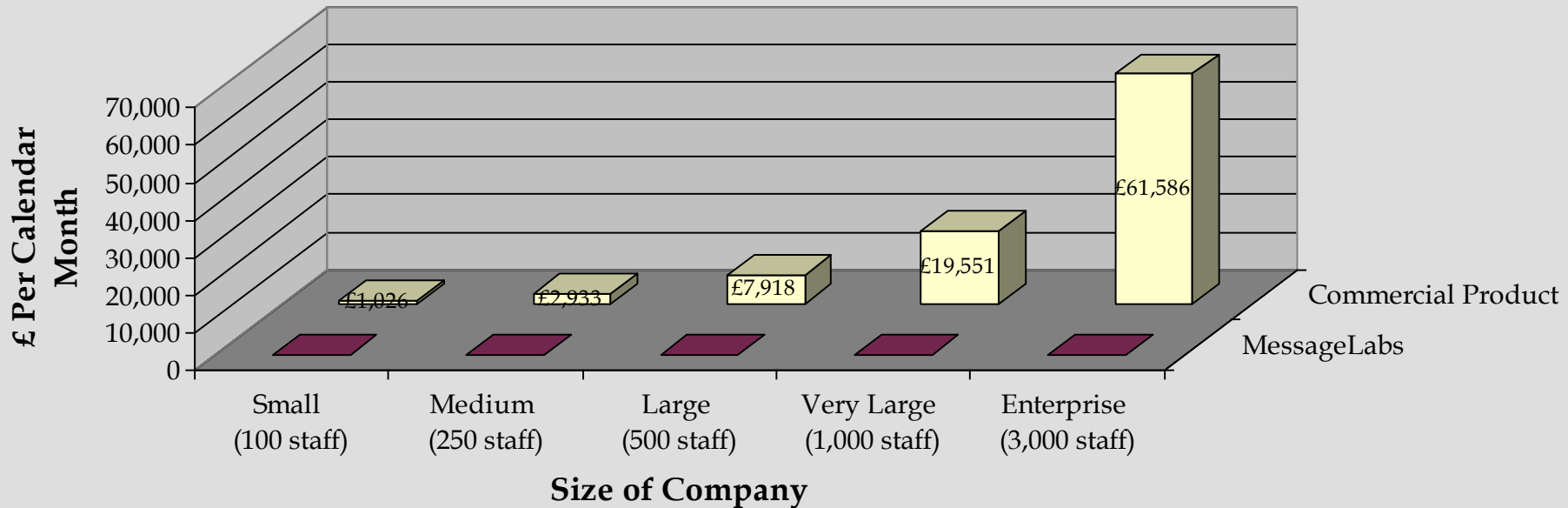
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Accuracy Project Results



Expected Costs Attributable to Major Malware Incidents

The damage caused by major malware incidents during the year, including clean-up costs, lost productivity for IT staff diverted to fire-fighting, business interruption for front office staff affected, etc.



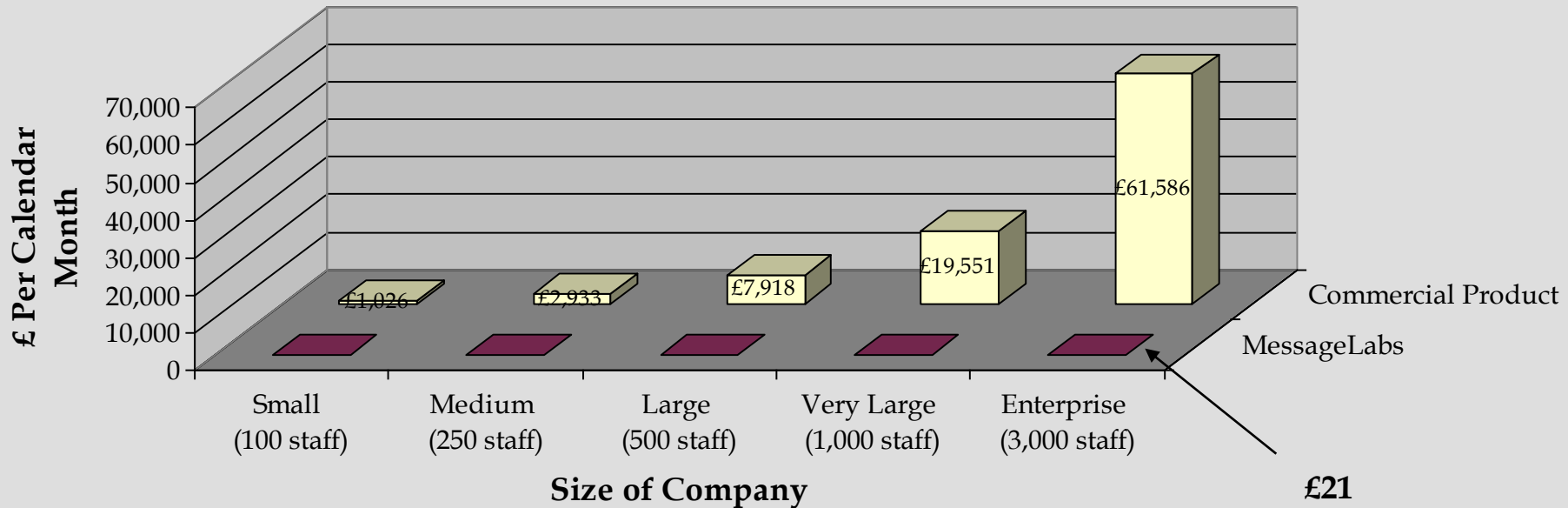
Based on the expected cost per major incident taken from the ISBS 2008 survey

Accuracy Project Results



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Malware Risk Calculator



- These results are based on a number of modelling assumptions
- E.g.
 - The average number of incoming e-mails per member of staff
 - The chance of an infected e-mail leading to a major incident
 - The all-in cost of a major malware incident
- Different organisations will want to use their own figures
- We have encapsulated our method into a spreadsheet which allows us to do dynamic modelling

Conclusions



- MessageLabs is in a class of its own
 - And we can now prove this ...
 - ... with results which relate to risk
- We will be making our methods open so they can be challenged
 - Design review to be conducted
- This is the start of something really quite exciting