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Sender Authentication
22.5% Increase in Internet email volume in 2005

- 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
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
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

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**Completed**

- 2004 – Announce SPF direction

**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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