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
- Siemens
- Keynote
- E-Loan

Email Receivers
- Netzero
- Lycos
- RoadRunner
- SpamAssassin

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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