



CONNECTIONS



ROARING PENGUIN NEWS

Welcome to 2010

As we start Roaring Penguin's second decade, which coincides quite nicely with the 2nd Decade in the 21st Century (wasn't starting up Roaring Penguin in 1999 a stroke of genius on David's part), we can start to get excited about the release of CanIt 7.0. On heavily loaded systems, the performance improvements will be quite obvious. A little more subtle will be the long term investment we are making in IP Reputation. Over time this will help us improve our catch rate and further reduce false positives. Put some time on your calendar to make sure your clients upgrade to this latest release.

Also in this issue, check out the article on Locked Addresses. Locked Addresses are a powerful but underutilized feature of CanIt. If you are ever wanted to get some information on a "dodgy" website that you think might sell your e-mail address you might find Locked Addresses to be the answer.

From a marketing point of view this month Roaring Penguin will be focusing on getting the message out about our integration with ConnectWise. We don't want to overhype our integration with ConnectWise. As ConnectWise says on their website, it is an "Executive Reporting integration" which means that we can do a lot in terms of reporting, but we can't do any provisioning of new clients or billing. We are told we will have a new API from ConnectWise early in the new year which should give us the ability to add more functionality to our integration with them.

<http://www.connectwise.com/managed-service-tools.aspx>.

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ROARING PENGUIN NEWS (Cont'd)

Later in the month Level Platforms will be announcing a major new release of their remote monitoring software and we will be using some of our marketing focus to remind people that we have an excellent integration with Level Platforms Managed Workplace Software. Managed Workplace can monitor our SNMP agents and Management Information Bases (MIBs) to monitor the performance and availability of CanIt. With our SNMP tools, system administrators can use tools like Managed Workplace to monitor message volume, scan times, system load, mail queue sizes and failover status.

http://www.levelplatforms.com/Vendors/Certified_Vendors/.

Best Regards,

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TIPS AND TRICKS

Using Locked Addresses

It's ten o'clock: Do you know where your email address is?

Many web sites ask for your email address to send you information. And quite often, you'd like the information on offer. However, you're not sure how trustworthy the web site operators are. Will they sell your email address? Will they use it for other purposes?

Some people use ad-hoc methods to control (or at least track) dissemination of their email addresses. For example, suppose "bob@example.com" wants information from Acme Widgets. He might give them an email address of "bob+acmewidgets@example.com". That way, if Acme Widgets sells his email address, he can track it.



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TIPS AND TRICKS (Cont'd)

Using Locked Addresses (Cont'd)

There are a few problems with this approach, however. For one thing, not all mail servers support the "+detail" component in an email address. (Sendmail does, but few others do.) For another, it's trivial for the Acme Widgets web site owners to chop off the "+acmewidgets" part. Finally, it's distressingly common for poorly-coded Web forms to reject perfectly legal characters like "+" in an email address. The programmers responsible for such Web forms should be tarred and feathered, but this is of little comfort if you're seeking information.

Another approach is to use throwaway address services such as the ones provided by Mailinator and other similar services. This works fairly well, but is not a good solution if the information you seek is valuable. The throwaway addresses are generally not private, the mail is stored for a short time, and there's no easy way (unless you write down the disposable address) to track who you gave a particular address to.

CanIt solves the problem with its Locked Addresses feature. This feature contains three key ideas:

- 1) A Locked Address is generated randomly in a cryptographically-secure way. It is almost impossible for someone to guess your locked address. Furthermore, a locked address contains only alphanumeric characters.
- 2) The Locked Address is linked to your real address, but only the CanIt server knows that linkage. There is no way to deduce your real address from your locked address (as there is with "bob+acmewidgets@example.com").
- 3) The Locked Address accepts email *only* from a particular domain or sender. Email from other domains or senders is rejected.

Points (1) and (2) are pretty easy to understand. Point (3) deserves more explanation:

When you initially create a Locked Address, it is in the "Unlocked" state. That is, it has never received any email before, and is willing to accept email from anyone.

The very first time an email is received for a Locked Address, the address flips into the "Locked" state. It locks on to the domain of the sender (or the full address, if you have so configured it.) Finally, it routes the mail to your real email address.

Once a Locked Address is in the "Locked" state, it accepts email only for the address or domain that it is locked to. Any other email is held in the trap (or rejected outright, depending on your configuration).



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TIPS AND TRICKS (Cont'd)

Using Locked Addresses (Cont'd)

The original sender can continue to use the locked address, and in fact will have no idea that it's not your real email address, except for the fact that it looks random. If the sender sells or gives away the locked address, it won't work! The purchaser of the address won't be able to use it, because it's locked to a different domain or sender.

Furthermore, CanIt keeps a complete log of events related to a locked address, so you can see exactly who is selling your email addresses and when. If you find a particular locked address is being abused, you can disable it so even the original sender won't be able to use it.

The CanIt Locked Address system gives you a centralized, easy-to-manage facility for controlling access to your email address. If you find you must give out an address to obtain information or confirm registration, consider protecting your privacy with a CanIt Locked Address.

Sales and Marketing News

Beaver killed in horrifying computer mishap! Buck-toothed rodent road-kill on the information super-highway!

Canada's losing an iconic Magazine title because some of our competitors have poor quality spam-traps. The Beaver Magazine was founded in 1920 and is Canada's history magazine. Due to an unfortunate double-entendre around their name, they found their emails were not getting through to their clients.

As an aside, the beaver is one of Canada's internationally recognized emblems; everybody else got to pick first! The eagle, the lion, the bear were all taken. So, we ended up with a buck-toothed rodent.

One of the most commonly caught words by unsophisticated spam solutions is "specialist". Why you ask? In the middle of "specialist" is "cialis"; and the pharmaceutical spammers have pushed Cialis to the top of the spam list.

Words like Beaver and Cialis are common in crude spam traps but they don't even make the top 10 in the CanIt solutions. Detecting spam is our calling here at Roaring Penguin and it hurts to see the damage that a poor spam trap can do. Sometimes a bad spam trap is worse than no trap at all. The Beaver couldn't save their moniker from poor quality spam traps, but you can protect your customers from them. CanIt-PRO detects 98.5% of spam without the problem of false positives.

By the way, after the February/March issue, The Beaver will change its name to the more bland Canada's History Magazine (<http://www.historysociety.ca/bea.asp>).