



January 2004

Fighting Spam

Inside this issue

Antispam Control.....	1
Google Advanced Features..	2
Sales Tax Changes.....	3

Antispam Control

Save Time & Money

It's estimated that 67 percent of all email sent is spam. Deleting your spam email is a costly and time consuming task. There is no longer any need to waste time sifting through hundreds of email messages filled with mindless spam.

Our AntiSpam solution is a server-based email management system that can stop junk email before it gets to you, commonly called a Challenge/Response method.

There is no monthly service fee. A one-time charge and you own the software. AntiSpam is installed on the email server at your location. In addition, you have the option to also use a server-based antispam filter program - Spam Assassin.

Filtering Only Method

Filtering is a method that detects then deletes messages based on origin or Subject line and body text, or by known spamming techniques.

It is our experience that this antispam technique will not

totally eliminate spam and works best for spammers. The spammer is smarter than the filter. The reason? The amount of junk email is growing and always changing.

Spam is forged, making it impossible to determine the source. Spammers use a multitude of software that modify things like the subject line and body with every message, or disguising spam to look like someone you might know.

Filtering alone has one major flaw; the filter is always playing catch up with the spammers. By the time you train your filters to recognize new types of junk email, the spammers are already developing the next type that will get through.

Challenge/Response Method

Recent articles regarding challenge type response system requiring the sender to validate themselves pose some interesting thoughts. One article stated that this type of system would cause twice the traffic and help the spammers by validating emails.

Our option to integrate with Spam Assassin drastically

Published by
Roger Petersen of

Advanced Horizons

Elmhurst, IL 60126
630-941-9332
Fax: 630-941-9338
Email: Roger@AHInc.com
Visit our web sites at
www.AHInc.com
www.EZForYou.com

Copyright by
Advanced Horizons, Inc



reduces the outbound traffic. If the email is pre-determined that it is spam the challenge never goes out.

The only way the spammers can get email to you with a challenge/response type system is to actually supply a real return email address or hire thousands of people to reply to all the confirmation email thus giving you the means of pressing charges after you request they stop.

Even if they did hire thousands of people to reply, the amount of junk email would still be drastically reduced. A human will never work as fast as the email robot programs out there.

Attachments and Content

Spammers have turned to virus writers to create email relay viruses meant to open attachments that are infected with this type of virus. This could allow a spammer to send spam to thousands of people through your home or business without your knowledge. We solved this problem by allowing the administrator the ability to define what attachments are acceptable.

AntiSpam offers administrator configurable blocking of attached files. It also allows the blocking of content by keywords, configurable through a web-based administration tool.

What is AntiSpam?

AntiSpam is a software add-on to the popular mail server, SendMail, it enables the mail server to block automated junk emails. When an email arrives from an unknown sender, AntiSpam sends a confirmation email back asking the sender to verify themselves by entering a randomly selected "Magic Word" in a subject line of the reply email.

This step prevents automated systems, such as those used to send spam, from authorizing themselves. Unverified emails are stored on the mailserver for the specified time you configure so that you may review them.

You may also pre-authorize senders, such as friends, business contacts and mailing lists at any time, either by entering them individually, or by uploading a file containing all of your contact's email addresses.

Feature Summary

- * Simple to administer using web-based tools
- * Ability to select what email addresses use
- * Challenge/Response and/or Spam Assassin
- * Block unauthorized email, attachments, or inappropriate text
- * Compatible with all e-mail clients
- * Customizable authorization e-

mail templates & Challenge method

- * User can decide level of protection, i.e. "Turn Challenge Response Off"
- * Import and export email lists
- * Optional Spam Assassin Integration
- * Try before you buy 30-day fully functional protection
- * One time purchase - bug fixes and patches will always be at no cost

If you are tired of fighting spam, give us a call at 630-941-9332 to discuss installing the Antispam software.

Google Advanced Features

Google currently seems to be the most popular search engine that people use to surf the web. Most surfers use only the basic search method, i.e. enter a word or phrase in the search field and click search.

For those of you who are more courageous or daring here are some other search methods and tools that are available in Google.

Because the volume of information available can be overwhelming, using smarter search commands will narrow the results and help you more quickly find the information you are looking for.



NEC

SONY

Panasonic USA



Title search

By entering "intitle:" at the beginning of your search phrase you will restrict search results to only look in the titles of Web pages.

Example: [intitle:advanced horizons](#)

This will search for either the word advanced or horizons within the title of web pages.

Example: [intitle:"advanced horizons"](#)

By enclosing the phrase in quotes, you will search for the phrase "advanced horizons" within the title of web pages.

Body Search

In the same method you can use the "intext:" command to only search in the body text and ignore titles, links, etc.

Intext helps to eliminate unwanted results when what you're searching for might appear in URLs or domain names.

If you're looking for the term "flowers" and you don't want to get all of the web sites that have flowers as part of the domain name but not reference to the word flowers in the body, you would enter "[intext:flowers](#)".

Link Search

To search for a specific domain, use the command "link:".

Example: [link:www.ahinc.com](#)

Combining Commands

You can combine the above commands to even further restrict the results. *Some commands can't be mixed (you can't use "link:" anything else) but many can.*

The following command will find pages about Mark Twain where Mark Twain appears in the title and will only search educational sites.

Example:
[intitle:"Mark Twain" site:edu](#)

Phonebook

Enter a name, city, and state. (*The city is optional, but you must enter a state.*) If a phone number matches the listing, you'll see it at the top of the search results along with a map link to the address. To restrict your results, use "rphonebook:" for residential or "bphonebook:" for business.

Calculator

This feature performs both math and a variety of conversions directly from the search box.

Example: [\(5 * 2\)/3.5](#) - will show the results of 2.85714286

Example: [how many pints in a quart](#) - will show the results of 2 pints

You can find more information about the calculator feature at [www.google.com/help/features.html#calculator](#)

Spelling

Enter a misspelled word or phrase into the query box (try "[thre blind mise](#)") and Google may suggest a proper spelling. This works best when the word you're searching for can be found in a dictionary. A statement will appear Did you mean "three blind mice."

Online Stores and Catalogs

Need to find a catalog online? Use Froogle ([froogle.google.com](#)), which indexes products from online stores, and Google Catalogs ([catalogs.google.com](#)), which features products from more than 6,000 paper catalogs in a searchable index.

User Groups

Google Groups ([groups.google.com](#)) indexes millions of messages from decades of discussion on Usenet.

You can get a complete list of Google's tools and services at [www.google.com/options/index.html](#).



Sales Tax Changes

A system that will let states collect sales tax from online purchasers may become operational in the near future. Many state legislatures have passed laws to implement the **Streamlined Sales Tax Project**. The system devised by Streamlined Sales Tax Project establishes processes in which the taxes are collected and distributed to the states.

Legislatures in 20 states, representing about a third of the population of the 41 states participating in the project, have enacted laws to conform with provisions of the tax-collection program. An agreement approved by the states' tax officials calls for execution of the sales-tax collection system once 10 states representing 20% of the population of sales-tax-collecting states approve the project. Though that threshold has been reached it is estim

ated it will still take months to verify if each state's law conforms with project standards.

States participating in the project must agree to the same definitions for taxed items.

For instance, fruit juice is defined as a beverage containing at least 50% or more fruit juice. Wisconsin exempts fruit juices only if they contain 100% fruit juice. If a state wants to participate in the project, it would have to agree to exempt fruit juice as defined by the project. Having a single definition for an item makes it easier for businesses serving customers in multiple states to know what to tax.

Though the project has defined for tax purposes most commodities and services, it's still working out definitions for digital property such as downloaded music.

Many online businesses don't collect sales tax from buyers who live in states where the companies aren't based.

Legally, buyers are required to pay a sales tax, known as a use tax, to the state in which they reside, but few do so unless sellers collect the levies. States lose an estimated \$200 million a year in uncollected sales taxes from online purchases.

Businesses have three choices of the technology they can use to collect and disperse sales tax: contract with a project-certified service provider, purchase and deploy project-certified software, or have tax authorities certify a homegrown system.

The theory is businesses will benefit once the tax-collection mechanisms take effect because it will simplify the tax structure, provide greater accuracy for tax calculations, indemnify business from errors, and reduce the scope of potential audits. Another theory is because of these benefits, the business community will put pressure on states that aren't participating to participate.



322 Ferndale Avenue, Elmhurst, IL 60126

