



Company Backgrounder

Industry Overview

Spam currently comprises 80% of all email traffic worldwide, up from 60% in January of 2004. As spam continues this alarming growth it threatens to take down email systems around the world. IT organizations are spending millions to stay ahead of the growth and keep their mission critical messaging systems running. Networks are being compromised and resources are being overwhelmed. Filtering technologies do not reduce the strain on already over-extended networks and servers.

Solutions are needed that stop the flow of spam before it enters the network and besieges the messaging system. MAPS' solutions block spam at the IP layer - stopping spam at its source - before it enters an enterprises' network, before it reaches the email system. Thereby reducing the flow of spam resulting in immediate savings in every element of the email cost structure; from reduced bandwidth and IT infrastructure costs to recaptured end-user productivity.

Company History

MAPS was founded in late 1996 to pioneer the development of robust anti-spam technology. As the original anti-spam company, MAPS has become the industry leader in providing network-layer spam blocking services. In 2000, after four years of operating as a non-profit organization, MAPS started to charge for their services and is now a profitable company based in San Jose, California, the heart of Silicon Valley. Over the next four years MAPS grew its paying customer base from zero to more than 2000, including many Global 2000 companies and leading ISPs. From High Tech and Financial Services to Healthcare and Education, MAPS has evolved its solution to meet the growing need to reduce spam in the global marketplace. The Company is currently self-funded and profitable.

Services

As the first to market, MAPS is the premier provider of network layer spam blocking systems and has over eight years of experience in delivering world-class solutions. MAPS' unique services are focused on dramatically reducing spam **at its source**, before it reaches the front door of the mail system.

Our on-demand service model enables our customers to pay for the results they want, rather than paying for software and infrastructure they do not need. MAPS' services seamlessly connect into existing mail systems and immediately reduce bandwidth and IT infrastructure costs, while recapturing lost end-user productivity.

The executive team's insight into how companies grappled with the growing dilemma of spam flowing into and around the Internet led to the creation of the MAPS RBL+[®] (Realtime Blackhole List) Master Service.

As the spammer's mail strategies have evolved, MAPS has also evolved its services to include a comprehensive offering that addresses the changing needs of its Enterprise, Hosting Provider and ISP customers. MAPS was founded with the creation of the very first RBL, to enable the blocking of IP addresses that spammers were known to utilize. As spammers became more sophisticated and began to hide their identity through the abuse of unprotected open mail relays, open proxies and easy to obtain dial-up accounts, MAPS responded by offering the RSS[®] (Relay Spam Stopper), OPSSM (Open Proxy Stopper) and DUL[®] (Dynamically-assigned User List) services. As we continue to expand our service offerings, each new service enables our customers to more easily identify and block sources of spam, resulting in lower bandwidth and IT infrastructure costs, as well as greater end-user productivity.

Customers

MAPS targets the Enterprise, Hosting Provider and ISP markets and has over 2000 customers. These customers include Global 2000 enterprises from a range of industries such as Automotive, Educational, Entertainment, Financial Services, Healthcare, Hi-tech, Real Estate, Retail and Telecommunications, as well as leading ISPs.

Message Defense ServicesSM

MAPS' family of On-Demand Message Defense Services is designed to meet the customers' exact needs. These services enable enterprises, hosting providers and ISPs to identify and block email from known source of spam, as well as other sources that should not be sending legitimate email (i.e. open relays and dynamic IP addresses). MAPS' leading service is the RBL+ Master Service, which provides a comprehensive solution to assist the IT professional in greatly reducing the amount of unwanted email. In addition to the RBL+ Master Service, MAPS offers five services that are available individually or can be combined to create the solution that best meets the needs of the organization.

Working with the Internet Community

As we expand our service offerings, we also have improved our programs for working with network operators and access providers. We have a history of assisting our customers and partners to identify and stop spam at its source. We decided to formalize those relationships by creating the Alliance for Spam Free Networks (ASFN). The ASFN includes an enhanced Network Certification process that in addition to identifying compromised areas of networks, we assist the administrators in developing policies and procedures to ensure their networks are spam free.

Complementary with Existing Solutions

Because MAPS' services stop spam before it enters the customer's network, they are complementary to most anti-spam solutions that filter email content after it has been received by the messaging system. MAPS' services stop the growing volume of email and allow the existing systems to perform as designed, without the need for additional resources. MAPS' services work seamlessly with these systems as part of a complete email protection system; anti-spam, anti-virus, and content filtering. The result is a highly efficient and cost effective solution with savings in bandwidth, server, storage and personnel expenses.

Milestones

- 1996 – Mail Abuse Prevention Systems, LLC (MAPS) is founded as a non-profit organization to rid the world of 'spam.' The first service, the Real-Time Blackhole List (RBL) was available to customers to help them stop the influx of unsolicited commercial email
- 1999 – MAPS announces availability of Relay Spam Stopper (RSS) service
- 1999 – MAPS announces availability of Dynamically-assigned User List (DUL) service
- 2000 – MAPS begins charging for its services and becomes a profitable company. At this point the company's customer base has grown from zero to more than 2000 in 4 years
- 2000 – RBL+ Master Service is released, combining MAPS' three most popular databases, RBL, RSS and DUL
- 2001 – Dave Rand appointed Executive Director of MAPS
- 2002 – MAPS announces availability of Non-confirming Mailing List (NML) service
- 2003 – MAPS announces availability of Open Proxy Stopper (OPS) service
- 2003 – MAPS moves to new corporate headquarters in San Jose
- 2003 – December 16, 2003 the CAN-SPAM Act was signed into law
- 2004 – MAPS names Wayne Sanders president

MANAGEMENT TEAM

Dave Rand

Co-Founder and CEO

As an early proponent of the Internet, Mr. Rand saw its potential to assist users and also recognized its potential for misuse. Mr. Rand co-founded MAPS in 1996 to address the growing proliferation of Unsolicited Commercial Email (UCE, a.k.a. SPAM). He utilized his years of experience in building world-class networks to create a unique approach of stopping spam “at its source” and established MAPS as the first Anti-spam company.

Mr. Rand has an extensive hardware and software background; working for some of the leaders in networking, including AboveNet Communications, Cisco, National Semiconductor and Novell. He has developed many leading networking technologies, including the industry standard Multi Router Traffic Grapher (MRTG®). Mr. Rand is a leading contributor and has been an active member of the Internet Engineering Task Force since 1991.

Wayne Sanders

President

Mr. Sanders has an extensive background in developing new business opportunities and promoting strategic partnerships for fast growing Internet companies. He brings nearly 30 years of experience with leading companies in high tech, telecommunications and manufacturing with more than 10 years in hosting and Internet services. He founded several highly successful companies and helped guide many companies from fledgling start-ups to established organizations. Mr. Sanders was an integral part of the team that took AboveNet Communications public in the height of the Internet boom. Mr. Sanders has held senior level leadership positions at Accellion, AboveNet Communications and Internex.