

GFI Software product comparison

GFI MailEssentials & GFI MailSecurity vs **Barracuda Spam Firewall**



	GFI MailEssentials 12 & GFI MailSecurity 10	Barracuda Spam Firewall
Integrates closely with Exchange Server 2000/2003	✓	✗
Integrates closely with Exchange Server 2007	✓	✗
Scans incoming and outgoing emails	✓	✓
Scans internal emails within MS Exchange Server	✓	✗
Email encryption	✗	✓
Number of anti-virus engines available	5	2
Anti-virus engines used	Norman, BitDefender, Kaspersky*, AVG*, McAfee*	Open source and proprietary
Malware, spyware and greyware	✓	✓
Custom technology to detect email exploits	✓	✗
Protection against malicious HTML emails	✓	✗
Protection against denial of service attacks	✓	✓
Active Directory integrated content checking policies (user and group)	✓	✗
Active Directory integrated attachment checking policies (user and group)	✓	✗
IP reputation filter	✓	✓
Phishing protection	✓	✓
Sender Policy Framework (SPF)	✓	✓
Directory Harvesting with native Active Directory lookups	✓	✓
Bayesian analysis	✓	✓
Fingerprint analysis	✗	✓
Detection of spam originating from Zombies and Botnets	✓	✓
DNS Blacklists	✓	✓
Spam URI Realtime Blocklists	✓	✓
Email header checking	✓	✓
Body/subject keyword checking	✓	✓
New senders checking	✓	✗
User can classify emails as spam/good emails	✓	✓
Outbound email auto whitelisting	✓	✗
Email address/Domain whitelist	✓	✓
IP address Whitelist	✓	✓
Email body/subject keyword whitelist	✓	✓
Quarantine system	✓	✓

* Available at an extra cost

Who we are

GFI is a market leader in security software, offering high performance solutions at unbeatable prices to small and medium sized businesses.

Products like GFI MailEssentials, the leading spam filter product on the market, has over 80,000 customers; GFI MailSecurity was the first to apply multiple anti-virus engines to combat viruses; while GFI WebMonitor is the no. 1 web filter for Microsoft ISA Server. GFI FAXmaker remains the best fax server solution around.

GFI leads the way in the SMB sphere, combining price, quality and innovative technology in all products.

The GFI difference

- 80,000 satisfied customers
- Unbeatable price-performance
- Over 60 awards
- More than 98% spam capture rate because of its Bayesian filtering technology
- Lowest false positives through various technologies focused at eliminating false positives
- Server-based install, no client software required
- Support for leading message platforms including Microsoft Exchange Server 2007



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Quarantined Items can be organized using search folders	✓	✗
Quarantine notifies admin through RSS	✓	✗
Users digest emails	✗	✓
Log to Syslog Server	✗	✓
Log to MS SQL Server	✓	✗
List Server (newsletter and discussion)	✓	✗
Auto-replies	✓	✗
Email disclaimers	✓	✗
Email monitoring	✓	✗

Bayesian filtering technology

Bayesian filtering is widely acknowledged by leading experts and publications as the best way to catch spam. A Bayesian filter uses a mathematical approach based on known spam and ham (valid email).

This gives it a tremendous advantage over other spam solutions that just check for keywords or rely on downloading signatures of known spam.

GFI's Bayesian filter uses an advanced mathematical formula and a dataset which is "custom-created" for your installation: The spam data is continuously updated by GFI and is automatically downloaded by GFI MailEssentials, whereas the ham data is automatically collected from your own outbound mail. This means that the Bayesian filter is constantly learning new spam tricks, and spammers cannot circumvent the dataset used. This results in a 98+% spam detection rate, after the required two-week learning period. In short, Bayesian filtering has the following advantages:

- Looks at the whole spam message, not just keywords or known spam signatures
- Learns from your outbound email (ham) and therefore greatly reduces false positives
- Adapts itself over time by learning about new spam and new valid email
- Dataset is unique to your company, making it impossible to bypass
- Multilingual and international.

Read more about Bayesian filtering here: <http://www.gfi.com/whitepapers/why-bayesian-filtering.pdf>

Multiple anti-virus scanning engines

GFI MailSecurity uses multiple virus scanners to scan inbound email. Using multiple scanners drastically reduces the average time to obtain virus signatures which combat the latest threats, and therefore greatly reduces the chances of an infection. The reason for this is that a single anti-virus company can never ALWAYS be the quickest to respond. For each outbreak, virus companies have varying response times to a virus, depending on where the virus was discovered and so on.

By using multiple virus engines, you have a much better chance of having at least one of your virus engines up-to-date and able to protect against the latest virus. In addition, since each engine has its own heuristics and methods, one virus engine is likely to be better at detecting a particular virus and its variants, while another virus engine would be stronger at detecting a different virus. Overall, more virus engines means better protection.

Read more about why one anti-virus engine is not enough here:

<http://www.gfi.com/whitepapers/why-one-virus-engine-is-not-enough.pdf>

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Anti False Positives technology

GFI MailEssentials includes various technologies focused at eliminating false positives. When GFI MailEssentials was developed particular attention was given to the false positive issue as opposed to focusing only on spam detection. The automatic white list management tool automatically adds outgoing mail recipients to your white list. This greatly reduces false positives, without any need for additional administration. White lists can also be built based on domain names, email addresses and keywords.

GFI MailSecurity comes bundled with Norman and BitDefender anti-virus engines

Do I need to buy the anti-virus engines separately?

Norman and BitDefender anti-virus engines are included in the base GFI MailSecurity product and the user is not required to buy these separately. Both these engines are ICSA certified and have won the 100% Virus Bulletin award. Also, GFI MailSecurity updates Norman and BitDefender definition files automatically as and when they become available.

GFI MailSecurity scans incoming, outgoing and internal (exchange) emails

Do you need to scan all the emails for malware?

With GFI MailSecurity, you can protect against viruses even within your MS Exchange Server while with Barracuda you can only block viruses as they are coming in and out of the network.

Barracuda does not scan your internal emails for viruses and other malware

GFI MailSecurity prevents Directory Harvesting attacks

How is Directory Harvesting attacks prevention useful to me?

Directory Harvesting is another technique used by spammers. Spammers often try to guess recipient addresses by generating multiple random email addresses at a domain; they then send their spam mail to all those addresses.

GFI MailEssentials checks the validity of ALL the email addresses included in the email sent, either via a query to Active Directory or through support for LDAP, and if addresses are not valid, the email is marked as spam.

GFI MailSecurity provides RSS feeds for quarantined emails

How simple it is to track quarantine emails?

It is much easier to track all the quarantine emails by using GFI MailSecurity. It allows the administrator to subscribe to RSS (Really Simple Syndication) feeds of quarantined emails. For instance, if an email addressed to the CEO is quarantined, the administrator gets notified about it by a pop-up.

Barracuda does not offer the RSS notification feature



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GFI MailSecurity also provides extra protection from email exploits and malicious scripts in HTML emails

Are the extra layers of security important for protecting?

With the custom GFI technology, GFI provides an extra layer of security through technology that is focused at detecting exploits that travel through email. This extra layer of security positively compliments the anti-virus technology within GFI products.

GFI has also developed custom technology that removes Malicious Scripts from HTML emails before the email arrives in the employee's mailbox. This extra layer of security compliments the anti-virus technology within GFI products.

These specialized protection technologies are not available in Barracuda Spam Firewall

GFI provides you with extra value!

Do you need to use disclaimers, auto replies or maybe need to monitor emails?

Apart from anti-spam and anti-virus with GFI products you also get other email server related features that provide extra value:

- Log to MS SQL Server
- List Server (Newsletter and discussion)
- Auto-replies
- Email disclaimers
- Email monitoring

There is no need to purchase extra software

Price comparison at a glance

Total Cost of Ownership for one year (per user)	Number of users				
	10	25	50	75	100
GFI MailSecurity & GFI MailEssentials	\$25.76	\$21.28	\$18.22	\$17.09	\$15.83
Barracuda Spam Firewall	\$139.70	\$55.88	\$27.94	\$29.96	\$22.47

