

Do you know what **images** are crossing your company email system?

Are you able to enforce your **acceptable use** policy?

Are you **protecting** your brand and employees effectively?

Are you confident that your current email usage **complies** with regulations?



Monitor image attachments.

Reduce your legal exposure.

Protect employees.

Ensure regulatory compliance.

Educate users about company policy.

Scalable for any size of organization.

Reduce the size of your Exchange store and email archive.

Guard against the distribution of offensive content.



exclaimer™
Don't press send without it!

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MONITOR | GUARD | PROTECT | REDUCE

Exclaimer Image Analyzer is a sophisticated image scanning and management utility that gives you complete visibility of the images being sent and received over your company network. This allows you to protect your organization's brand, reputation and legal exposure in the case of employees sending or receiving inappropriate content. It also provides an excellent means of educating employees on relevant company policy, while ensuring a clean and compliant email system.

Exclaimer Image Analyzer is part of the highly-acclaimed Exclaimer Mail Utilities range, trusted by over 30 million users across the globe.



Image scanning

Why scan your corporate email for attached images? Having visibility:

- Protects employees from the consequences of their own actions
- Reduces legal liability related to 'hostile working environments'
- Protects your hard-earned brand image from adverse publicity
- Educates employees in the correct use of corporate email
- Reduces non-work related email activities, boosting productivity and network performance

Exclaimer Image Analyzer brings under control the growing problem of inappropriate distribution of images, particularly offensive images. For the first time, organizations can proactively enforce their existing 'acceptable use' policies and ensure their email systems are clean, compliant and used for work-related purposes only.

Simple configuration

Bundled with Exclaimer's established email management products, Exclaimer Image Analyzer can be deployed and configured quickly and simply, providing instant protection and requiring low management overhead or involvement. As with other Exclaimer solutions, the software is integrated with Microsoft Active Directory and works with Microsoft Exchange, monitoring messages sent and received by Outlook, OWA, Smartphones, BlackBerrys, PDAs and any other email clients connected to your Microsoft Exchange Server.

Policy options

As well as being highly scalable, suited to organizations of all sizes, Exclaimer Image Analyzer provides maximum flexibility, with a wide range of policy options. These include:

Monitor-only mode

No email is intercepted but images queried as being potentially inappropriate are flagged and copied to a file, where they are logged for reporting purposes.

Education mode

No email is intercepted but an automated policy-based message is sent to the sender and recipient, indicating that the content of the email attachment potentially breaches the 'acceptable use' policy of the company.

Enforcement mode

Emails containing potentially offensive content are either quarantined or blocked, and senders and recipients notified of action taken.

Accuracy

As good as our technology is at identifying and addressing problematic image content, Exclaimer Image Analyzer is also highly accurate when scanning 'clean content'. That's because the software works on the assumption that the vast majority of content distributed over corporate email is legitimate, the opposite approach to that taken by inferior, 'first-generation' technologies.

While no image technology can be 100% accurate, the core technology powering Exclaimer Image Analyzer, coupled with the comprehensive range of policy options available, ensures that the quality of the user experience is maintained at all times. This, in turn, means a low administrative overhead.

Educating users

As well as providing robust protection for email systems, Exclaimer Image Analyzer has an important secondary role in educating users about the acceptable use of email in accordance with company policy, thereby ensuring that implementation of the software results in a safer working environment for all.

The risk of poor controls

It is a fact of human nature that, if an email system is unprotected, a percentage of users will misuse it, exploiting the system for non-work related activities, and in potentially harmful ways.

Research estimates that the loss of productivity over a single year for a 100-employee enterprise can amount to **\$80,000**, while the average cost of 'hostile working environment' related legal action can be in the region of **\$200,000**.

The potential damage to the company's brand image, meanwhile, could be irreversible.