



IBM Research

Deployment Experience: Rolling Out a New Antispam Solution in a Large Corporation

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History...

- Spam becoming a problem, complaints rising
- CIO office appoints a “task force” for recommendation
- We buy and deploy an antispam solution
 - Initially “mark” spam, users can use “rules” to move it to a folder
 - Later just delete spam outright
- But no way for users to review, see “false positives”
- Meanwhile, Research developing antispam software.....

What users want...

- Users do not want **any** spam
- Users do not want **any** legitimate mail deleted as spam (**no** false positives)
- Users vary in how they set the priority between items 1 and 2 – that is, what their tolerance is for false positives
- Users are **certain** that you are deleting legitimate mail
- Users **want** to send you the spam that gets past the filters
- If there are outages or problems, users **will** complain

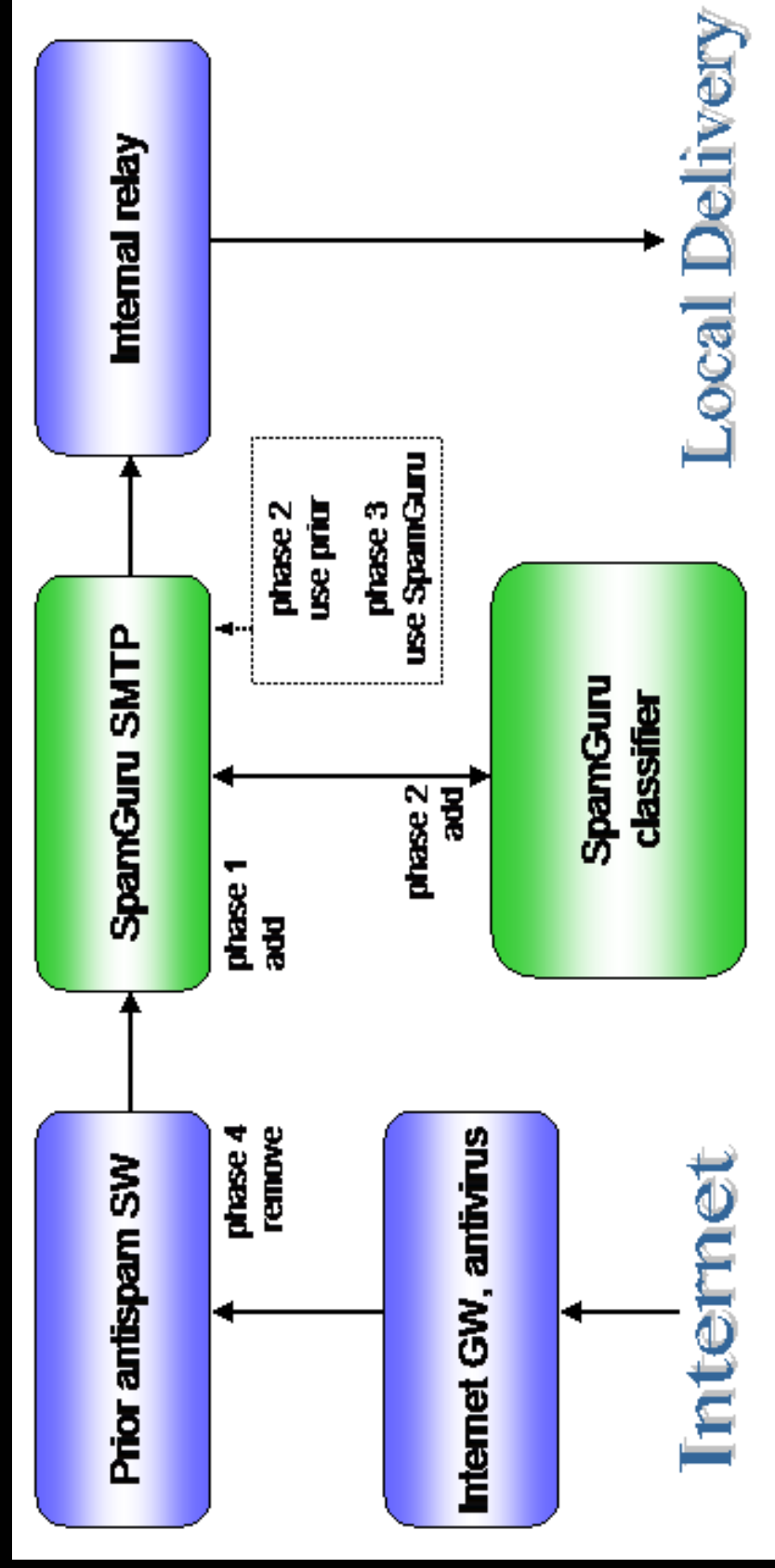
The new solution...

- Novel filters, more effective
- “Voting” system, learns from user input
- Web-accessible archive, so users can check for false positives and vote

Phased deployment...

- Phase 1: Insert new system with all classification and filtering disabled – make sure it's connected right
- Phase 2: Turn classification on for new system, but still use old system's classification
- Phase 3: Switch to new system's classification
- Phase 4: Turn off / remove old system

Phased deployment...



Pilot program...

- Done in phase 2 & 3
- Participants get tagged mail (“[PleaseVote]”)
- Users vote through email client
- Helps learning
- Helps effectiveness comparison
- Helps identify false positives

Issues...

- User perception vs reality
- Effectiveness is paramount
- Corporate fun:
 - Cross-organizational issues
 - Obtaining & maintaining hardware
 - Change control
 - Change freezes!

Two major messages...

- It is harder to replace an antispam solution than to implement one in the first place. User expectations are a significant issue.
- User feedback is important for both system effectiveness and user satisfaction.

Questions?