

Corporate Overview

Industry Overview

The volume of commercial messaging (solicited and unsolicited) is continuing to plague e-mail, cellular/mobile phones, and handheld device users as well as their servers. The trend is projected to continue for the coming years. The costs of managing Spam in organizations that rely on electronic messaging are becoming astounding.

Telephone companies and Service Providers are actively looking for new service such as reliable Spam traps to retain customers.

Gennux

The Gennux Messaging Protection solutions maximize your return on investment in your IT infrastructure and resources. These solutions enable your enterprise messaging system to utilize your communication devices more intelligently and foster end-users satisfaction. It does this by Trapping unwanted messaging traffic and facilitating safe message transmission through hostile environments. The Gennux software suite helps businesses, government bodies and organizations to reduce network traffic, optimize IT resources and increase network security. It consists of three modules: eW@LL MAIL, eW@LL PDA and eW@LL CELL.

Gennux Microsystems Corp, saw the demand for a set of tools to manage spam for governments and business organizations worldwide

Gennux current patent pending technology — the Sender Confirmation Engine is praised as being the solution to the Global Spam epidemic.

Founded in Edmonton, Alberta in 2002, Gennux's partners today include IBM, Hewlett Packard, among other affiliates from China, Hong Kong, and Latin America. The company is also working towards a global reach to include Western Europe and the USA sectors.

Partnerships

One of Gennux's strengths is its ability to build strategic alliances. Gennux is actively seeking to establish partnerships with businesses that share our aspirations for success and can further our mission. We offer our partners professional expertise and support to allow mutual growth. Our goal is to work closely with our partners, complimenting their existing products or services, thereby achieving our combined strategic goals.

Market Opportunity

Internet Service Providers, Government bodies, business enterprises, and other organizations around the world are all actively seeking effective anti-spam solutions to eliminate the unwanted messages that strain networks, reduce productivity, and waste resources.

Without efficient, reliable, and accurate anti-spam product on the market, most text message users are forced to manually manage these messages, thereby wasting productive time, minimizing security, and frustrating employees.

Consider what would happen to you or your business without email and text messaging services on PDAs and cellular phones. Although text-messaging technologies become increasingly integrated into our daily lives, they, unfortunately, cannot be fully utilized due to the growing number of unsolicited commercial messages. As the volume of spam skyrockets, the demand for antispam software has been rising. According to studies, 70% of all email messages could be spam by 2007 (Radacati Group, Feb 2003). Studies also show that for UK businesses, about \$1,179 CAD are wasted per employee per year in lost productivity due to spam (MessageLabs 2003). Desperate to solve the problems, worldwide revenues for spam scanning software rose from \$246M CAD to \$887M CAD from 2001 to 2003.

There exist a number of anti-spam products on the markets today. Most utilize the content filtering technology—a proven ineffective and costly method.

Each message has to be "read", and spam is "detected" by recognizing language patterns. As a result, spammers can easily pass through the barriers by simply altering their content or languages. This technology's effectiveness is also limited to specified languages. In addition to the traditional approach, major industry players, seeing the opportunities, are each proposing alternatives to eliminating spam.

The technologies from Microsoft, Yahoo! and AOL are difficult to implement. They require a coordinated general acceptance by the global Internet community. Their results are also doubted because the sender still holds the ultimate control instead of the recipient. In other words, the recipient cannot have the same level of protection as those technologies promise. eW@LL uses Sender Confirmation Engine, letting recipients control their messaging.

eW@LL is a text messaging management tool that uses Sender Confirmation Engine as the means to trap spam without reading the contents. It rejects messages that are not confirmed by a sender or authenticated sender. By letting the recipient have the ultimate control, eW@LL rids unwanted email at the highest level of accuracy without the costs of 'false positives' (removing wanted messages). eW@LL is downloaded onto the mail server which is situated upstream from the users' mailboxes. Gennux certified installers install the software while certified trainers train client staff to operate eW@LL.

Value Proposition

Gennux's intelligent anti-spam solutions enable you to fully optimize your IT network devices. Effectively eliminating spam can also block viruses, worms, and Trojan horses from unidentified sources.

Service providers and organizations also reduce their operating costs, increase employee productivity, and improve Internet efficiencies. Internet efficiencies are improved by reducing CPU time and free up digital storage space tied up by spam.

eW@LL allows ISPs, business enterprises, governments, and other organizations to have reliable anti-spam solutions at relatively low cost.

Upon installation, eW@LL users can expect the following benefits:

- **Junk email/messages removed effectively, saving time and resources from handling junk email.**
- **High level of protection of all users by trapping and quarantining spam at server**

- **Unlike other technologies, the recipient is in control. eW@LL could minimize false positives so important emails would not be sacrificed.**
- **User productivity is maximized by ease of use: user configurable settings managed through a web interface, with options of browsing/retrieval of quarantined messages and user-defined friendly senders.**
- **Cost-efficiency, due to automated and self-maintaining nature, eW@LL requires little or no administration.**
- **Promotes future efficiencies by monitoring email traffic and reporting statistics of junk messages.**

Higher ROI

Higher profit margins can be expected from increased productivity, reduced costs and proper message management.