- A cloud-based antispam solution scales easily with your organization. If you double the number of users, you simply pay twice as much per month. You don't have to worry about running out of disk space, RAM, clock cycles, or network bandwidth.
- Cloud-based antispam takes a huge load off your network and your mail server. Because someone else filters your spam for you, spam never enters your network. In most organizations, email is one of the most taxing applications running on the network. Using cloud-based antispam can easily cut incoming network traffic in half; in some cases, it might cut traffic by as much as 90 percent.

As you would expect, there are drawbacks to using cloud-based antispam:

- You give up some control. Cloud-based services usually have fewer configuration options than on-premises software. For example, you'll probably have fewer options for customizing the spam filters.
- If the service goes down, so does your incoming email, and you won't be able to do anything about it except call technical support. Oh, and you can count on getting a busy signal, because when the service goes down, you aren't the only one affected — it's you and all the other customers. (Of course, this gives such services plenty of motivation to ensure that they fix the problem right away.)

Minimizing Spam


TIP

No antispam program is perfect, so you need to understand and expect that a certain amount of spam will get through to your inbox. Here are some tips that you (and your users) should keep in mind to minimize the amount of spam that gets through undetected:

- **Never trust email that requests your password or credit card.** A bank will *never* send you an email notifying you of a potential problem and containing a link to its online portal's login page. Nor will a credit card company ever send you an email alerting you to potential fraud and containing a link to a page that requests your credit card number to verify the transaction. Such emails may look very convincing, but you can rest assured they're fraudulent.

  If you're in doubt, do *not* click the link. Instead, open a browser window and navigate to the address you know for a fact to be the legitimate login page for your bank or credit card company's web portal.