

## **M<sup>3</sup>AAWG Workshop on Fighting Spam and Bots Agenda Monday, October 29, 2012, New Delhi, India**

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**9:30 a.m.: Networking**

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**10:00-10:30: Official Welcome**

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**10:30-10:45: Coffee & Tea**

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**10:45-10:55: Workshop Opening**

Opening comments and workshop objectives

- Michael O'Reirdan, M<sup>3</sup>AAWG Co-Chairman, Malware; Comcast Engineering Fellow

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**10:55-11:40: Session 1 - The Spam Problem**

Worldwide, most spam is sent via "bots," that is, through malware-compromised end-user systems centrally controlled by "botmasters." Another major spam source is unsolicited bulk email sent by spammers from servers located in ISP data centers. Over time, malware authors, botmasters and spammers have spread worldwide, concentrating themselves in different locales, victimizing one region after another in turn. This is a worldwide problem, previously faced by ISPs in the United States, Europe, the Far East and elsewhere. Today, we will talk about the threats posed to Indian ISPs and their customers from spammers and botmasters, and what can be done about it.

Specifically, this discussion will include cost-effective strategies for directly dealing with the spam problem, with technical as well as best practice and policy-based measures to mitigate spam. Measures such as port 25 "outbound SMTP" management, setting an Acceptable Use Policy, and AUP enforcement will be discussed in this and subsequent sessions. We will also cover some of the strategic, nationally-scaled impacts that might be difficult to subsequently correct if left persistently unaddressed now, including widespread spam block listing "deliverability" issues for Indian network IP address ranges that are significant sources of spam, and a broad blacklisting of dot-in domain names. India is part of a global "ecosystem" of spam and malware in more than one way on the Internet, as well as part of the online fraud ecosystem, ranging from fake pills to "call centres" scamming users with fake virus threats and loan scams.

Moderated by:

- Suresh Ramasubramanian, Architect, Antispam and Compliance at IBM SmartCloud iNotes

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**11:40-12:30: Session 2 – The Bot Problem**

While there is still a substantial spam problem, the bot problem is the modern scourge that has replaced the issue of spam for many ISPs. Driven in most cases by criminals, malware is created to perpetrate economic crimes upon unsuspecting users, and ISPs are being held to account for a situation that is not wholly their problem. In many countries the role of the ISP is seen as detecting bots and notifying end users, but the other players in the ecosystem – such as AV vendors, OS vendors, and software vendors – need to step up as well. Remediation is the big issue and the tools offered are not always very useful or effective. This session will give an overview of the approaches to the bot problem undertaken globally and explain how an ISP looking to deal with the bot and malware issue can get started.

Moderated by:

- Michael O'Reirdan, M<sup>3</sup>AAWG Co-Chairman; Comcast Engineering Fellow
- Ram Mohan, Afilias Limited, Executive Vice President and Chief Technology Officer

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**12:30-13:30: Lunch**

Speaker: Communications and Information Technology Secretary J. Satyanarayana

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**13:30 -14:15: Session 3 – The Mobile Problem**

Mobile spam, malware and other mobile abuse have grown rapidly, driven by the ascent of mobile data. What were once national issues are now international, with cross-border attacks on the rise. While inheriting much from the non-mobile space, mobile attacks and defenses are different. What do government and industry need to do? A number of innovative defense approaches are discussed, and key resources and forums where the industry can learn together and share this information are identified.

Moderated by:

- Alex Bobotek, M<sup>3</sup>AAWG Co-Chairman; AT&T Lead of Messaging Anti-Abuse Architecture and Strategy

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**14:15-15:00: Session 4 – Solutions from Around the Globe**

Around the world service providers, IT vendors, non-profits and governments have worked to create solutions to the difficult problems discussed today across messaging, malware and mobile. This panel session introduces several of those solutions that are ready to be adopted more broadly.

Moderated by

- Kevin Sullivan, Microsoft, Principal Security Strategist, Global Security Strategy and Diplomacy team

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**15:00 – 15:30: Session 5 – Public Policy: A Solution or a Problem?**

A review of public policy activities within M<sup>3</sup>AAWG and a roundtable discussion of public policy issues impacting cybersecurity, including a focus on specific issues impacting ISPs and ESPs globally. Anticipated to be an open discussion with meeting attendees.

Moderated by:

- Jerry Upton, M<sup>3</sup>AAWG Executive Director

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**15:30 –16:30: Session 6 – Participants' Round Table Report on Next Steps**

Each table creates and reports three proposed next steps, of which one should be technical or operational in nature.

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**16:30-16:45: Closing**

Reviewing the work of the day and our accomplishments.

- Jerry Upton, M<sup>3</sup>AAWG Executive Director