



# ISOC.net News



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## Your Word for Today.

**Exacerbate** \ig-ZASS-ur-bayt\  
verb:

To render more violent or bitter; to irritate; to exasperate; to make worse; to embitter, as passions or disease.



*Exacerbate is from Latin exacerbare, to irritate, to provoke, to aggravate very much, from ex-, intensive prefix + acerbo, acerbare, to make bitter, to aggravate, from acerbus, bitter.*

The American Heritage® Dictionary of the English Language, 4<sup>th</sup> Ed.

## Satisfaction Guaranteed

Listen twice as much as you talk. Write it down. Don't rely on your memory.

Byrd Baggett

## Wisdom to Live by.

A positive attitude may not solve all your problems, but it will annoy enough people to make it worth the effort.

*Herm Albright (1876 - 1944)*

Holding on to anger, resentment and hurt only gives you tense muscles, a headache and a sore jaw from clenching your teeth. Forgiveness gives you back the laughter and the lightness in your life.

*Joan Lunden, in Healthy Living Magazine*

Sometimes people carry to such perfection the mask they have assumed that in due course they actually become the person they seem.

*W. Somerset Maugham (1874 - 1965),*

Happy Thanksgiving!



## ISOC Customers say it best . . .

Our new web site is getting rave reviews!

I just wanted to tell you that the people who I have sent the link to our new web site and have responded back are very complimentary about the site. Several of them are in the computer/IT field so their comments really say a lot. So you know, what I am hearing, the most common comments are:

- Wow! or something to that effect
- The site is clean and easy to navigate...as you know that was a critical goal I wanted to achieve
- The site really showcases who we are and what we do...another critical goal I wanted to achieve
- They like the visuals of our work that are displayed in the various categories

Lauren

<http://www.creative-consortium.com>

## How to Reach us:

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## Read all about it!

The current Newsletter is now available at <http://bus.isoc.net/News.asp> for you to review and pass on to your friends and family.

If you have an interesting article, or something you would like to share in future newsletters, please submit it to [editor@isoc.net](mailto:editor@isoc.net). ISOC reserves the right to use or not to use your submission in part or in its entirety without further consideration for such usage.

To subscribe or unsubscribe to ISOC News on-line, just visit us at:

<http://bus.isoc.net/News.asp>



For more information, Contact  
Jon at **859-525-8730** or  
[jmurphy@isoc.net](mailto:jmurphy@isoc.net)

**Tired of waiting for web pages to load?  
Wait no more; ISOC's Internet Accelerator is here!**

<http://bus.isoc.net/InternetAccelerator.asp>

## How much is Spam costing your organization?

You may be surprised to learn that according to the statistics compiled in early October 2003, spam is costing us Billions of dollars each year!

Here's a handy formula to help you calculate your company's cost:

Enter your paid hourly rate: \$ \_\_\_\_\_

Divided by seconds per hour:  $\div 3,600$

This is your rate per second: \$ \_\_\_\_\_

Times seconds per spam email:  $\times 4.5$

This is your cost per message: \$ \_\_\_\_\_

Spam messages you receive daily:  $\times$  \_\_\_\_\_

Daily spam cost per person: \_\_\_\_\_

Number of employees with email:  $\times$  \_\_\_\_\_

Daily spam cost per organization: \_\_\_\_\_

Days per year spam is received:  $\times 365$

Annual cost of spam: \$ \_\_\_\_\_

### EXAMPLE:

Enter your paid hourly rate: \$15.00  
 Divided by seconds per hour:  $\div 3,600$   
 This is your rate per second: \$ .0042  
 Times seconds per spam email:  $\times 4.5$   
 This is your cost per message: \$ .0188  
 Spam messages you receive daily:  $\times 250$   
 Daily spam cost per person: \$ 4.6875  
 Number of employees with email:  $\times 12$   
 Daily spam cost per organization: \$ 56.25  
 Days per year spam is received:  $\times 365$   
 Annual cost of spam: \$ 20,531.25

**Surprised?** -- Now let's take an alternate view of the cost per spam -- If you have your **ISOC** spam filters set up on your web mail at < <http://mail.isoc.net/webmail> > to quarantine the spam sent to your email account, then you do not have to review and delete these messages!

This can relate to a savings of thousands of dollars and hundreds of hours per year!

**To find out more,  
 Call Donna at (859) 525-8730 or email her  
 at [dwoodyard@isoc.net](mailto:dwoodyard@isoc.net)**

## Spam Statistics 2003

The statistics below are current as of 2003, but Spam statistics are quickly outdated. These statistics were derived from a number of different reputable sources including: Google, Brightmail, Jupiter Research, eMarketer, Gartner, MailShell, Harris Interactive, and Ferris Research.

<b>Email Statistics</b>	
Daily emails sent	31 billion
Daily emails sent per email address	56 billion
Daily emails sent per person	174 billion
Daily emails sent per corporate user	34 billion
Daily emails received per person	10 billion
Email addresses per person	3.1 average
Cost to all Internet Users	\$255 million
<b>Email Pornography Statistics</b>	
Daily porn emails sent	2.5 billion
Daily porn emails sent per person	4.5 billion
<b>Spam Statistics</b>	
Email considered Spam	40% of all email
Daily Spam emails sent	12.4 billion
Daily Spam received per person	6
Annual Spam received per person	2,200
Spam costs to all non-corp Internet Users	\$255 million
Spam costs to US corporations in 2002	\$8.9 billion
States with Anti-Spam Laws	26
Email address changes due to Spam	16%
Estimated Spam Increase by 2007	63%
Annual Spam in 1,000 Employee Company	2.1 million
Users who reply to Spam email	28%
Users who purchased from Spam email	8%
Corporate email that is considered Spam	15-20%
Wasted corporate time per Spam email	4.5 seconds
<b>% of total Spam</b>	
Products	25%
Financial	20%
Adult	19%
Scams	9%
Health	7%
Internet	7%
Leisure	6%
Spiritual	4%
Other	3%
<b>Most Annoying</b>	
Pornography	91%
Mortgage and Loans	78%
Investments	68%
Real Estate	61%
Software	41%
Source: <a href="http://www.spamfilterreview.com/spam/statistics.html">http://www.spamfilterreview.com/spam/statistics.html</a>	