VALIMAIL FOR MSPs

Competitive Matrix

Valimail enables MSPs to fully automate the identification of customer sending services and the management of email authentication controls, allowing them to bring customers to DMARC enforcement faster, with fewer operational resources and lower risk of disrupting legitimate email. Once a customer's DMARC record is pointed to the Valimail cloud, ongoing DNS changes are no longer required. All customer domains and controls are managed from a single, intuitive, multi-tenant dashboard with one-click workflows.

Features

Features	Valimail	EasyDMARC	PowerDMARC	Red Sift
Visibility				
Single pane of glass to view all client domains	●	●	●	○
Unlimited free visibility into sending activity and security gaps	●	○	○	○
Easy DNS Connection with RUA only reporting	●	●	●	●
Automated DKIM, SPF and DMARC records management	●	●	●	●
Automatic identification of thousands of named sending services	●	◒	◒	◒
Automated DKIM key detection and configuration	●	◒	◒	●
Automated subdomain detection, configuration and reporting	●	●	●	◒
DMARC Management				
One-click sending service enablement	●	○	○	◒
Comprehensive and accurate third-party service data and support	●	○	○	○
Custom metadata for senders	●	●	○	●
Automated tasks to reduce deployment time	●	◒	◒	◒
No DNS management required	●	○	○	●
Dynamic service-based SPF responses (no IP flattening)	●	◒	◒	◒
Dynamic Hosted DKIM response	●	●	●	●
Native multi-tenancy	●	●	○	●

● Verified capability ◒ Partial capability, or unknown to what extent the capability exists ○ No capability

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Features

Features	VALIMAIL a digicert company	EASYDMARC	POWERDMARC	REDSIFT
Reporting				
Robust, smart, and configurable alerting for proactive customer management	●	◒	●	◒
Service owner insights for accountability and fast remediation	●	◒	◒	◒
MTA-STS reporting and hosting enforcement capabilities	●	●	●	●
Sender Requirements Failure Reporting	●	○	○	○
Reporting to support mailbox provider compliance (e.g. Google, Microsoft)	●	◒	◒	◒
Event & audit logs	●	●	●	●
API & Integrations				
Microsoft Sentinel Integration	●	●	●	●
API Key self-service	●	●	●	●
Partner API to manage data, configurations and accounts	●	○	●	●
BIMI				
Integrated BIMI logo and records management	●	●	●	●
BIMI subdomain configuration	●	●	●	●
BIMI Audience Insights metrics	●	○	○	○

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Features

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Security				
Teams management with granular domain and subdomain access controls	●	○	○	○
Role-based access control for Portfolio of domains	●	●	●	●
SSO + 2FA access management	●	●	●	●
Global hot swappable POPs for 24/7, 99.995% uptime	●	○	○	○
Fail-open architecture, 100% authentication response	●	○	○	○
SOC2, Type 2 certified	●	●	●	○
SOC 3	●	●	●	○
FedRAMP authorized	●	○	○	○
GDPR compliant	●	●	●	●
Support				
Self-guided onboarding	●	●	●	●
Best-in-class support with DMARC experts	●	●	●	●
Influence				
DMARC IETF Working Group Co-Chair	●	○	○	○
M3AAWG Working Group Co-Chair	●	○	○	○
BIMI Working Group Chair	●	○	○	○
Co-Author ARC Protocol	●	○	○	○
Microsoft Intelligent Security Association Partner	●	○	○	●

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