VALIMAIL

Valimail Core Overview

Pax8 Microsoft April Update

Yesterday

Acmecorp is an M365 customer that sells widgets.

Their marketing emails are NOT authenticated with SPF and DKIM or aligned to the from domain.

They market to customers who have gmail.com and yahoo.com email inboxes.

Those emails get delivered mostly - despite not following best practices

April 2024

Acmecorp is an M365 customer that sells widgets.

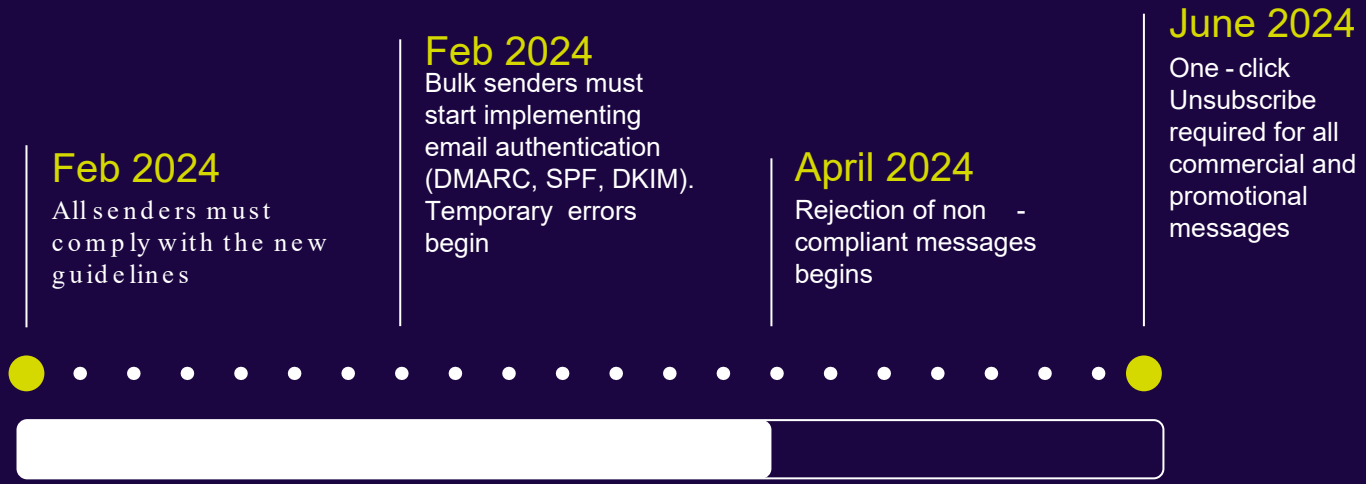
Their marketing emails are NOT authenticated with SPF and DKIM or aligned to the from domain.

They market to customers who have gmail.com and yahoo.com email inboxes.

Those emails DO NOT get delivered!

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Google/ Yahoo - New Requirements for Email Delivery



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Google & Yahoo Compliance Checklist

Requirements begin to go into effect February 2024

Valimail Core Solves 1-3

		IN PROGRESS	NEEDS REVIEW	DONE
1	Authenticate all messages with DMARC	☐	☐	☐
2	Authenticate messages with SPF or DKIM aligned with the From domain	☐	☐	☐
3	Send from a domain with a DMARC policy of at least p=none	☐	☐	☐
4	Have a valid forward & reverse DNS that match each other	☐	☐	☐
5	Use a one-click subscribe header & unsubscribe link in the footer	☐	☐	☐
6	Maintain a low spam rate of <0.1%	☐	☐	☐
7	Encrypt your email by requiring TLS	☐	☐	☐

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Valimail Core complements SEGs & MSFT Defender

	Traditional SEG/Defender	Valimail Core
Phishing inbound	Inbound protection against all major attack vectors	Exact domain spoofing protection
Phishing outbound	NONE	Exact domain spoofing protection
Brand Protection	NONE	Blocks anyone from sending as you
Threat Intelligence	Inbound only	Spoofing data outside client network
Compliance & visibility	NONE	Global email insights on the use/abuse of your brand

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Valimail is the clear DMARC technical and market leader.

Joseph Blankenship
VP, Research Director, Security & Risk

FORRESTER

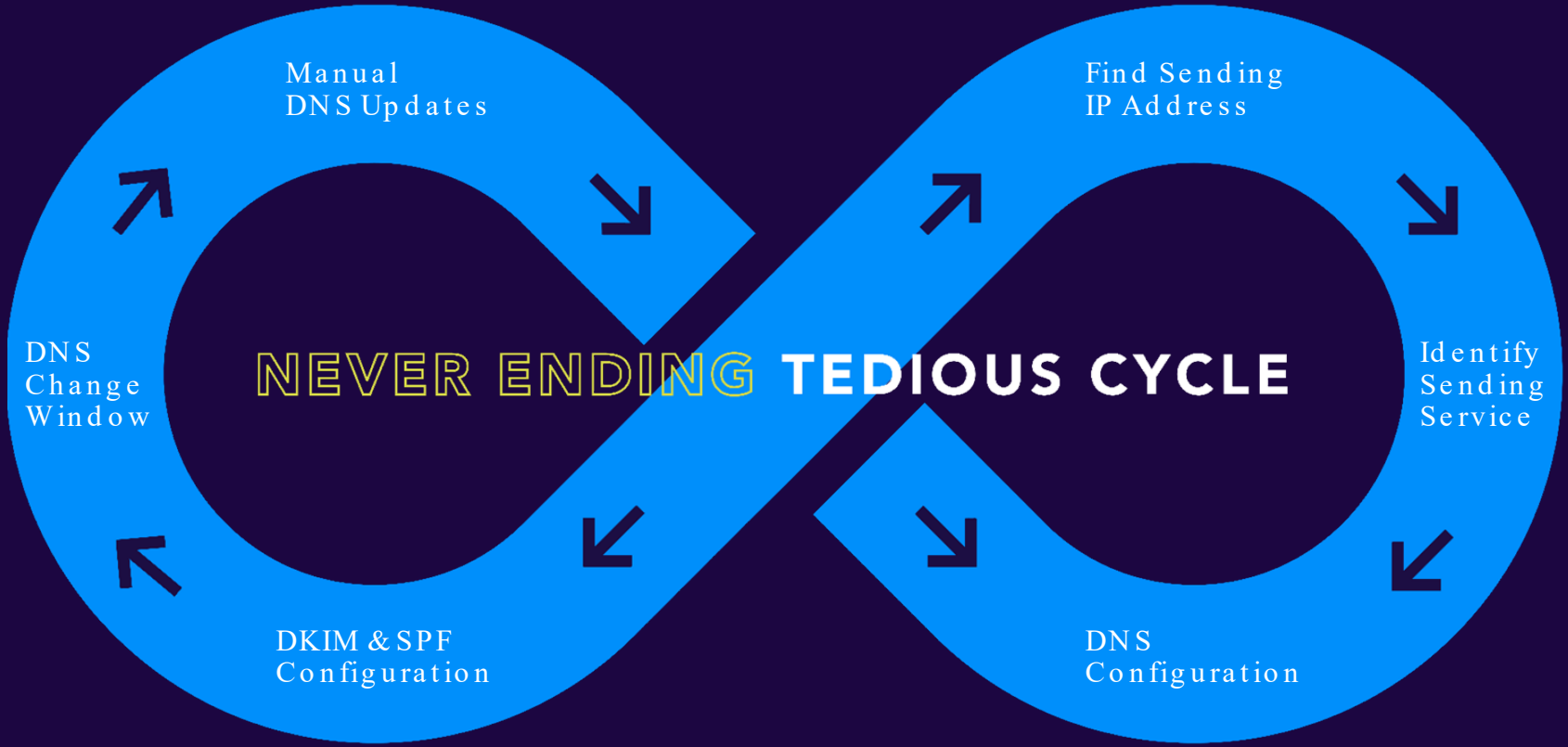
Valimail for Microsoft 365 makes the service-discovery component of DMARC incredibly simple, providing a fully automated visibility service.

Girish Chander
GM, Microsoft Defender for O365

Microsoft

Microsoft Defender doesn't have DMARC, creating a gap relative to other SEGs. Valimail is known to me and to the market as the way to fill this gap.

Gartner



DIY = 20% SUCCESS RATE — 12+ months, 2-3 FTEs (est. cost $300-450k)

Non-Valimail = <40% SUCCESS RATE — 9-12 months, 1-2 FTEs (est. cost 150k-300k)

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Pioneers of Hosted DMARC

A new way to DMARC enforcement, with minimal technical work

Instant SPF	Solves the 10-domain limit without flattening or subdomains
DMARC Automation	Continuous enforcement without touching the DNS
Precision Sender Intelligence	One-click authorization into the largest network of of pre-configured sending services
Speed to Enforcement	Our customers achieve enforcement 4x faster than other DMARC solutions & 8x faster than DIY
Undeniable Success	90%+ of our customers are at enforcement vs. 46% with other providers & 10% via DIY

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DMARC - More Than a Mandate



DMARC Mandate

Comply with new email authentication requirements



Prevent Phishing

Safeguard your organization from inbound &outbound threats



Brand Protection

Protect your email domain, protect your brand



Compliance

Achieve compliance with email security regulations &best practices

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