



Email security at-a-glance

The what, why, and how of email security for MSPs.

What is email security?

Email security scans and filters incoming messages to prevent spam, phishing, and other malicious emails from reaching the inbox while protecting outbound emails with encryption and data loss protection.

Components of email security

- Advanced phishing identification and protection
- Antivirus and zero-hour threat protection
- Data loss protection
- Compliant email retention and archiving
- Policy-enforced encryption
- Spam and content filtering
- URL scanning and attachment defense will count as a fraction of a ticket.

Why should I care?

Email is the #1 vulnerability for phishing, ransomware, and malware. However, native security features in most email solutions, and even many legacy Secure Email Gateways (SEGs), don't offer enough built-in protection to combat today's threats, especially with rapid advancements in AI and its growing use in cyberattacks and security. Without a dedicated email security solution, it's only a matter of time before a breach happens. Email security is also a key component for the [CIS Controls](#) and essential for businesses looking to get [cyber insurance](#).

94%

of businesses fell victim to phishing attacks in 2023.¹

91%

of IT and security leaders expressed concern and frustration with their SEGs in 2023.¹

61%

of cybersecurity leaders are concerned about the use of AI in phishing campaigns.¹

How do I sell it?

Talk with your clients about how email security is a must-have security solution for keeping data safe. Try discussing the possible financial impact of a successful breach. Mention that the average cost of a data breach for a small business in 2023 was over \$3 million.² Could they survive taking that kind of a hit? This conversation will usually uncover other gaps in their security, which gives you the opportunity to package and sell email security as part of a larger, multi-layered security approach.

Talk with a security solutions consultant and access Pax8 security resources to start growing your security practice and reducing your clients' risks.

Schedule a call

Explore Pax8 security resources