The Core MSP Email Security Guide

What Is Email Security?

90% of data breaches in 2023, started with an email,[1] and your clients could be next. Phishing is the top attack vector for cybercriminals, with users receiving an advanced phishing attempt once a week that their current security misses.[2]

Email security is crucial in futureproofing your clients' business. It scans and filters incoming emails to block spam, phishing and malware. Email security also safeguards outbound emails with encryption and data loss prevention, making it a critical component of a comprehensive security stack.

Components of Email Security

- **Advanced Phishing Security:** Identifies and blocks advanced emails that trick users into revealing sensitive information.
- **Anti-virus and Zero-Hour Threat Protection:** Eliminates malware from emails before they reach your inboxes.
- **Data Loss Prevention:** Prevents sharing sensitive information without appropriate permissions.
- **Email Retention and Archiving Compliance:** Provides secure email storage methods required to meet legal and industry compliance.
- **Policy-Enforced Encryption:** Monitors and encrypts emails based on preset rules, such as the presence of specific keywords or recipients.
- **Spam and Content Filtering:** Analyzes text and email contents to filter out unsolicitied commercial messages or potential malicious activity.
- **URL Scanning:** Rewrites and scans URLs in emails before allowing users to access the linked websites.
- **Attachment Defence:** Analyzes email attachments in a secure sandbox environment

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Why Does It Matter to My Business?

Email is the #1 vulnerability for phishing, business email compromise (BEC) and malware. With rapid advancements in AI and its growing use in cyber-attacks, standard email security solutions and secure email gateways (SEGs) lack advanced protections to combat today's threats.

Without a dedicated email security solution, it's only a matter of time before a breach happens. Email security is also a key component of CIS Controls and is essential for businesses seeking cybersecurity insurance.

- Credential **phishing is up 703%** since 2024.[2]
- It takes less than **60 seconds** for users to fall for phishing emails.[3]
- **55.8%** of ransomware attacks target small businesses.[4]
- **1 in 5** organizations typically opt to pay the ransom.[4]
- At least **24 million** emails were tied to BEC attacks in 2024.[5]
- **$50,000** was the average transaction amount for BEC schemes in 2023.[3]
- AI-generated phishing messages had a **54%** greater click-through rate than human-written phishing emails at **12%.**[6]
- Lost business costs and breach-related expenses totaled a **record-breaking $2.8 million** in 2024.[7]
- **61%** of cybersecurity leaders are concerned about the use of AI in phishing campaigns.[8]

Upscaling Protection with API-Based Email Security

Out with the old and in with the future. Traditional secure email gateways (SEGs)? They're yesterday's news. Modern cloud-based platforms deliver traffic insights, enhance network adaptability and fortify protections. Integrated Cloud Email Security (ICES) taps into an API to directly connect with platforms like Microsoft 365 or Google Workspace, providing comprehensive email data access and real time monitoring with maximum flexibility. This means premium protection like:

- **Real-Time Monitoring:** Uncover insights into email flow and user habits.
- **Threat-Hunting Solutions:** Utilize advanced analysis to gain insights into cyber threat behaviours.
- **Breach Prevention:** Enable early detection to stop breaches in their tracks.
- **Timely Protection:** Eliminate malicious links instantly.

API-based ICES delivers the comprehensive insights and rapid control clients need against today's advanced phishing, ransomware and BEC attacks. For MSPs, offering ICES isn't just smart;it establishes you as the go-to expert in modern cybersecurity defence.

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How Do I Sell Email Security?

Email security is no longer a luxury—it's a must-have to protect sensitive data and avoid devastating breaches. Connect with your clients on the importance of email security and the practical risks of going without it. For example, ransomware and extortion attacks **cost businesses a median of $46,000,** with some SMBs facing losses **soaring past $1.1 million.**[3]

Costs that great could sink a business or take years to recover from. Spark the conversation by asking these crucial questions about their current defences:

- How would you continue operations if ransomware locks down your email?
- If your email servers went down for over a week, how would that affect communication between your employees and customers?
- What is your recovery strategy and the potential fallout if phishing leads to a data breach?
- Many cybersecurity insurance providers require specific email security. Do you have any of the five security measures in place: email security, multi-factor authentication (MFA), segmented backups, security awareness training or endpoint detection and response (EDR)?

Leveling with your clients will uncover other gaps in their security, offering you the opportunity to package and sell email security as part of a larger, multi-layered security approach.

Optimize Email Security and Grow with Pax8

Take control of your clients' email security today. Work with Pax8 to deliver advanced solutions that block threats, protect data and build trust. Reduce your client's risk with our industry-leading vendors like Avanan, IRONSCALES and Proofpoint. We empower you to drive stronger, personalized business growth.

Sources:

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