

# FORTRA

SOLUTION BRIEF (Cybersecurity)

## Agari Brand Protection™

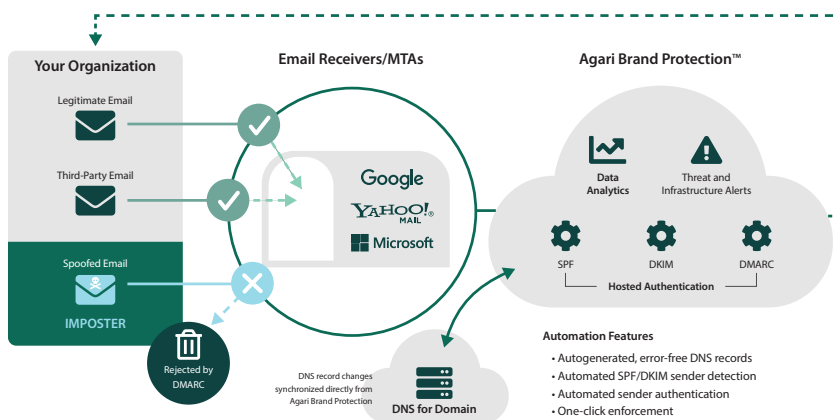
### Restore Customer Trust in Your Email Communications

Email is a critical communication channel to engage with customers. Unfortunately, it is also the primary vector that cybercriminals use to exploit a brand and target its customer base with advanced phishing attacks. Malicious emails from cybercriminals can damage a brand, erode customer trust, and impact a corporation's bottom line. Increasingly, consumers are valuing security and trusted communications as a brand differentiator.

A related challenge organizations are facing involves the complexity of today's email channel. Driven by the addition of new cloud-based email services, the acquisition of new companies, or the set-up of unauthorized email servers by shadow IT, an organization's "email identity" is constantly changing. This creates a security risk when unauthorized email is sent on behalf of that organization, as well as a potential business problem if legitimate email is blocked from getting to customers.

### Automated Email Authentication

Agari Brand Protection stops phishing by automating the process of DMARC email authentication and enforcement to protect customers from cyberattacks, preserve brand identity, and improve digital engagement.



### AT A GLANCE

Agari Brand Protection automates DMARC email authentication and enforcement to prevent brand abuse and protect your customers from costly phishing attacks.

### BENEFITS

**Improve customer trust** by protecting your brand from being used in phishing attacks.

**Accelerate DMARC enforcement** and decrease time to reject by automating implementation.

**Maximize marketing efficacy** and improve email engagement with trusted communications.

**Reduce operational costs** associated with email channel management.

### THE AGARI ADVANTAGE

**Fully-hosted DMARC** deployment reduces administration and management burden.

**Email cloud intelligence** identifies and visualizes sender domains and IP addresses.

**EasySPF** quickly and automatically builds error-free SPF records.

**EasyDKIM** automates selector identification and overall management of DKIM.

**Look-alike domain defense** uses real-time feeds to identify malicious domains impersonating your brand for remediation by your takedown vendor.

**Brand indicators** put a trusted logo on every email you send, creating millions of free brand impressions using the BIMi standard.

**Data analytics** give deep context on email domains including authentication, deliverability, abuse, and more.

Agari analyzes two trillion emails per year claiming to be from domains across the world’s largest cloud email providers. Combining Agari Brand Protection tools with third-party sender knowledge, Agari lets you authenticate your organization’s legitimate email, thereby blocking unauthorized email from reaching your customers. And when criminals switch tactics to employ look-alike domains, Agari Brand Protection alerts you to these messages and allows you to detect the malicious URLs so you can take down the website.

Agari is expanding its global data residency with the opening of our EMEA (Frankfurt) Datacentre. This enables our EU customers to host data locally while ensuring compliance. The datacentre is currently available to new customers of Agari Brand Protection. Our priority is to make the datacentre available to all customers in 2022.

### Actionable Insight Into Your Email Ecosystem

For many organizations, cloud-based email services such as Salesforce, Marketo, or Mailchimp represent the majority of emails sent. Often, organizations may not even know all the cloud service providers sending email on their behalf.

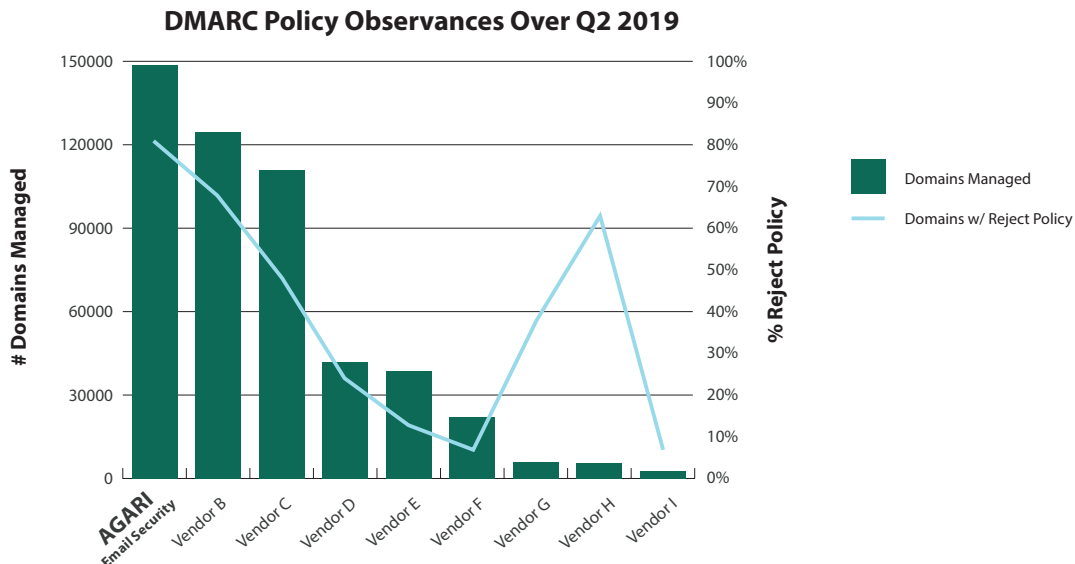
Agari Brand Protection includes email cloud intelligence, which automatically identifies, monitors, and manages emails being sent on your behalf by third-party email senders. This enables businesses to easily identify and authorize legitimate email communications, block malicious emails from cybercriminals, and protect consumers and partners from email attacks.

### Agari Brand Protection In Action

Forrester Research recently interviewed customers of Agari Brand Protection to examine the ROI and additional benefits received after deployment. The organizations all have leading brands that are frequently targeted by criminals disseminating phishing emails.



Agari has a higher rate of enforcement than any other vendor and has helped more organizations realize business value by bringing their domains to a DMARC policy of reject.



## Agari Brand Protection Deployment

Agari first works with you to understand your email environment by collecting and analyzing DMARC reports. We then help:

1. Protect your brand by instructing receiving mailboxes to reject all inbound messages that fail DMARC authentication.
2. Ensure authentication remains accurate as your email ecosystem changes.
3. Prevent look-alike domain attacks by continuously monitoring your ecosystem, even as cybercriminals switch to other attack types.

## The Company We Keep

Top 3 Social Networks | 6 of the Top 10 Banks | Top Cloud Providers



**Learn More:** [www.agari.com/products](http://www.agari.com/products)



### About Fortra

Fortra is a cybersecurity company like no other. We're creating a simpler, stronger future for our customers. Our trusted experts and portfolio of integrated, scalable solutions bring balance and control to organizations around the world. We're the positive changemakers and your relentless ally to provide peace of mind through every step of your cybersecurity journey. Learn more at [fortra.com](http://fortra.com).