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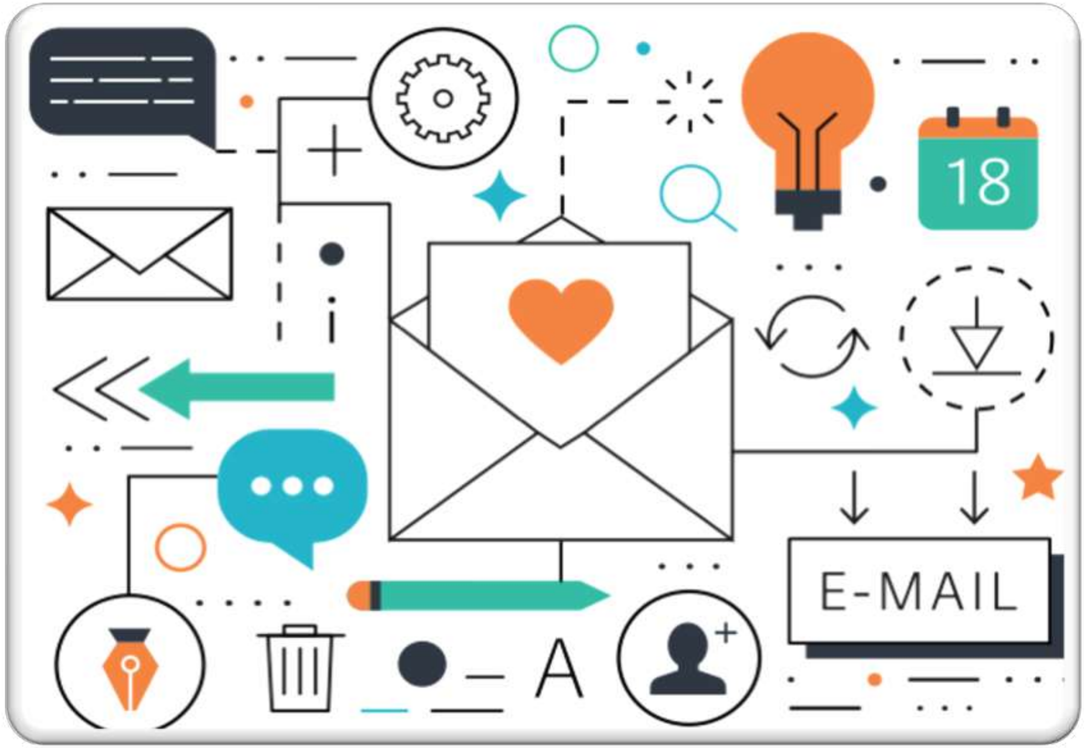


DMARC – Myths & Reality

AN APPROACH DOCUMENT

Common Myths about DMARC

1. Deploying DMARC is very easy
2. DMARC helps prevent all email attacks
3. Just establish a DMARC record and its done
4. DMARC should be used for only outgoing bulk emails
5. DMARC is all that you need for secure email delivery

In Reality

Most organizations are surprised to discover how complex their email ecosystem is - especially for those with **multiple domains** across geographies and **many third-party partners**.

Because authenticating your email with **SPF and DKIM** has to be done before any policy actions can be implemented, **knowing who to contact** at which email service provider is the necessary first step in implementing DMARC.

This is often the hardest step, which is why you should make **DMARC a continuous process** and get the best of advice from managed DMARC services.

What you must know about DMARC

DMARC is the stepping-stone and hence needs to be **monitored continuously**

DMARC mixed with Secure Email Gateway, Post-delivery Security and Anti-phishing Solutions forms the **email security alliance**

Establishing DMARC records and managing the **false positives is critical**

DMARC **Dashboard view** of your critical asset – email – is a must and using freeware is not recommended

Managed Services and hand-holding is required throughout your email protection journey as long as the domain is active

7 Key Aspects of your DMARC Journey

1. **Management reporting** - to simplify the complexities associated with Email authentication.
2. **Separate Management Dashboard** - available for critical oversight on all things related to the most used digital asset: Email.
3. **Superior Algorithms** - to remove false positives at the click of a button
4. **Receiver Override** - ability to alert recipients of the risk they undertake by overriding the customers' outbound DMARC policy
5. **Action Dashboard** - Action Dashboard isolates, but at the same time, aggregates resolutions by 'Action', example: Fix SPF on which servers? Fix DKIM on 'exactly' which sources?
6. **Orchestration** - This ensures that the attackers' fingerprints are available for distribution across the enterprise, so that 'intentional' attacker/spoofer is not able to attack you elsewhere.
7. **Managed Services** - With periodic cadence to ensure that the burden of reaching the 'REJECT / BLOCK' mode is on our team and not on the customer end. The heavy-lifting is done by our team entirely.

1

MEASURE

2

ENSURE

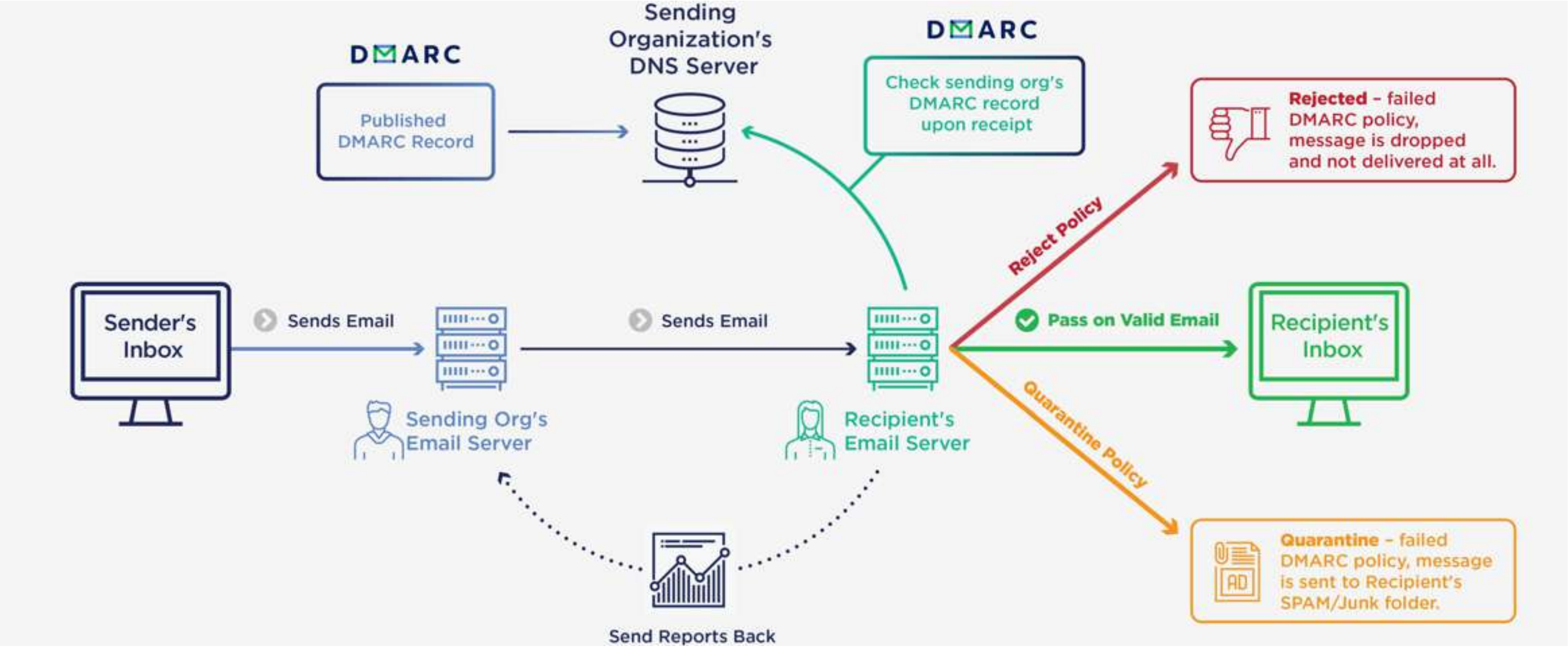
3

MAINTAIN

4

FEDERATE

DMARC in Tech Language


DMARC
Published DMARC Record
Sending Organization's DNS Server
DMARC
Check sending org's DMARC record upon receipt
Rejected – failed DMARC policy, message is dropped and not delivered at all.
Reject Policy
Sender's Inbox
Sends Email
Sends Email
Pass on Valid Email
Recipient's Inbox
Sending Org's Email Server
Recipient's Email Server
Quarantine Policy
Quarantine – failed DMARC policy, message is sent to Recipient's SPAM/Junk folder.
AD
Send Reports Back

DMARC in Plain English

Let’s say you send 100 emails from your domain every day. But Gmail, Microsoft, Yahoo, GSuite, Office 365, Exchange servers, etc and over 90% of all ESPs receive 1000 (100 Genuine + 900 Phishing) emails from your domain!

The DMARC Dashboard aggregates information from ALL those ESPs and shows it to you in one place:

1. HOW MANY emails your domain sent – genuine & non-genuine?
2. WHO sent those non-genuine emails?
3. WHAT was contained in the non-genuine emails?

Once we have this information, the solution lets you BLOCK the 900 that were non-genuine!

You can’t stop hackers from sending it, BUT you can finally stop them from being delivered!

All this can be achieved by

EmailAuth.io™

Genuine Emails!

Rogue Emails in your name!

NOW SEE

1. How big the problem is?
2. Who’s sending it?
3. What’re they sending?

& BLOCK IT!

We can help you

Synoptiq can help you deploy best of breed solutions for DMARC coupled with continuous support for the whole stack.

Write to us today!

THANK YOU!

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