

# Actively Block Phishing Attacks Increase Email Deliverability

Follow clear actions to secure email for your entire organisation today.

# 274% increase in phishing<sup>1</sup>

The DMARC protocol is a proven way to block phishing attacks. It helped HMRC stop 300 million phishing emails.

# 91% of cyber attacks start with phishing

Even when all areas of cyber security are well protected, most companies are still vulnerable to impersonation and cyberattacks via email.

DMARC stops schemers from being able to use your domain to send fraudulent emails to your employes and customers.

### What is DMARC

DMARC, which stands for *Domain-based Message Authentication, Reporting & Conformance*, is an email authentication protocol. It builds on the SPF and DKIM protocols, adding a reporting and enforcement function that allows senders to block fraudulent email that uses their domain and increase deliverability.

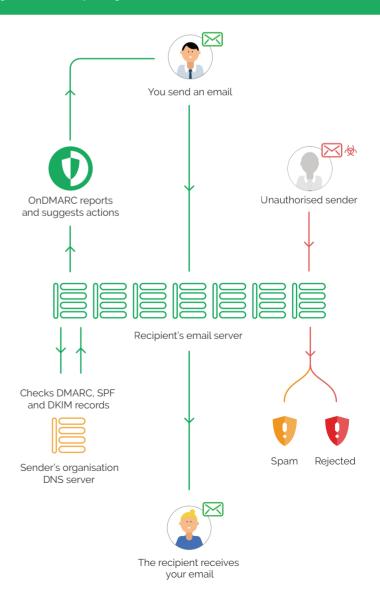
#### **SPF**

Sender Policy Framework is a protocol that validates if a server is authorised to send emails on behalf of a domain.

#### **DKIM**

DomainKeys Identified Mail is a digital signature that confirms that the email content has not been tampered with.

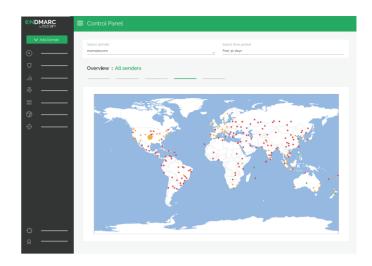
DMARC uses the validation results of SPF & DKIM to understand if the email is authorised by the domain owner. Using this validation, it can tell receiving servers to reject or quarantine such email.



#### **OnDMARC**

OnDMARC is a cloud product that helps organisations of all sizes implement their email security profile using DMARC, effectively blocking cyberattacks that start with phishing and email impersonation.

OnDMARC provides clear actions to setup DMARC quickly and easily enabling protection for a domain.



#### 1. Insight

OnDMARC analyses email reports from the configured domains in order to identify authorised and unauthorised traffic.

#### 2. Action

OnDMARC gives you specific actions to configure your email services. It gets your domain ready for full DMARC protection.

#### 3. Protection

Once your domain is protected, OnDMARC will continue to monitor and report any security or configuration issues to you.

### **AI Security Bot**

OnDMARC uses AI to make the implementation of DMARC fast and easy. No cybersecurity background required.

We have put that AI into a chatbot that makes your DMARC implementation even easier. Our chatbot keeps you in the know and alerts you when you need to take action.



#### "UK fraud hits record £1.1bn as cybercrime soars"

The Guardian, 24th January 2017

### Secure your company. Protect your clients. login.ondmarc.com/signup

#### **About Red Sift**

The Red Sift Open Cloud is a data analysis platform that is purpose-built for the challenges of cybersecurity. By harnessing the power of AI we can securely collate, compute & visualize data from thousands of individual signals to help organizations to optimize their cybersecurity.

Our first product on the Red Sift platform is OnDMARC, a SaaS product that helps to implement and maintain DMARC. This email authentication protocol effectively blocks phishing attacks and increases the deliverability of genuine emails.