



Brigantia Compliance Roadshow

5th-7th of March 2025

Agenda



**The problem
with email**



**Real world
examples**



**Regulatory
compliance**



**Why MSPs
should care
about DMARC**



**How Sendmarc
can help**



What's next



The #1 DMARC Management Platform for Partners

Easy | Fast | Scalable

DMARC

Recap



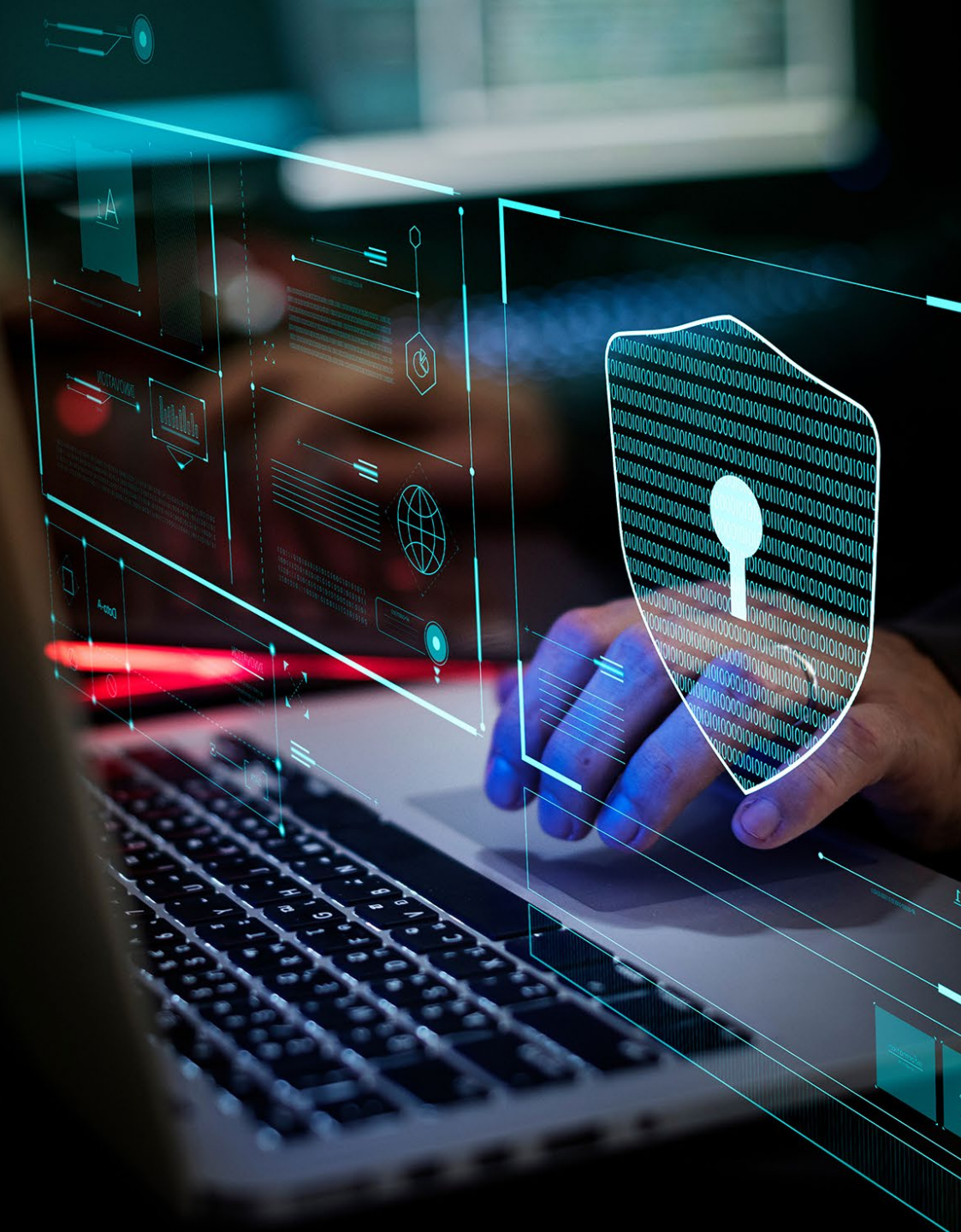
The Problem With Email

There is a fundamental security flaw in the way email was designed



91%

of cybercrime
begins with
email



The Risks Faced

Impersonation

Attackers can send emails from your domain and defraud staff, customers, and suppliers

Interception

An email can be intercepted and changed without the recipient knowing

Failed delivery

Legitimate emails often land in Spam, which can cause business disruption

Lack of visibility

Companies have no active visibility of the providers sending emails from their domains



The Damage Caused



Deposit fraud

Incorrect bank details are wrongly linked to a transaction, and attackers redirect the money



Ransomware distribution

Users and staff are lured into installing ransomware from a legitimate-looking email



Identity theft

Users are tricked into leaking their identity to an attacker



Reputation damage

Fraud on a company's behalf causes immense brand damage and financial loss





Real World Examples

Locata Housing Services

2024



What happened

Threat actors took advantage of vulnerabilities to send spoofing emails to thousands of residents, asking them to submit personal data.



Who was affected

The councils of Manchester, Salford, and Bolton.



Compliance failure

The organization implemented cybersecurity features before the attack, including MFA, but they didn't have properly configured safeguards, such as DMARC, to help prevent this.

The impact



Data exposure

These emails led to personal data leaks, heightening identity theft risks.



Operational disruptions

The cyberattack caused shutdowns of key housing sites like Manchester Move, disrupting housing services.



Reputational damage

Media coverage of the attack likely damaged the public's trust in Locata and the councils affected.



Regulatory scrutiny

The incident was reported to the ICO, prompting investigations and possible fines for data protection breaches.



What happened

Cyberattackers used fraudulent communications to trick families of current and potential students into sending funds.



Who was affected

Fettes College's current and potential students' families.



Compliance failure

The absence of DMARC or a misconfiguration could have left the school's email system vulnerable, allowing cybercriminals to send fake emails that appeared legitimate.

The impact



Financial loss

Some families associated with the school were defrauded out of large sums of money.



Reputational damage

The incident likely damaged the school's reputation, affecting trust among current and prospective families.

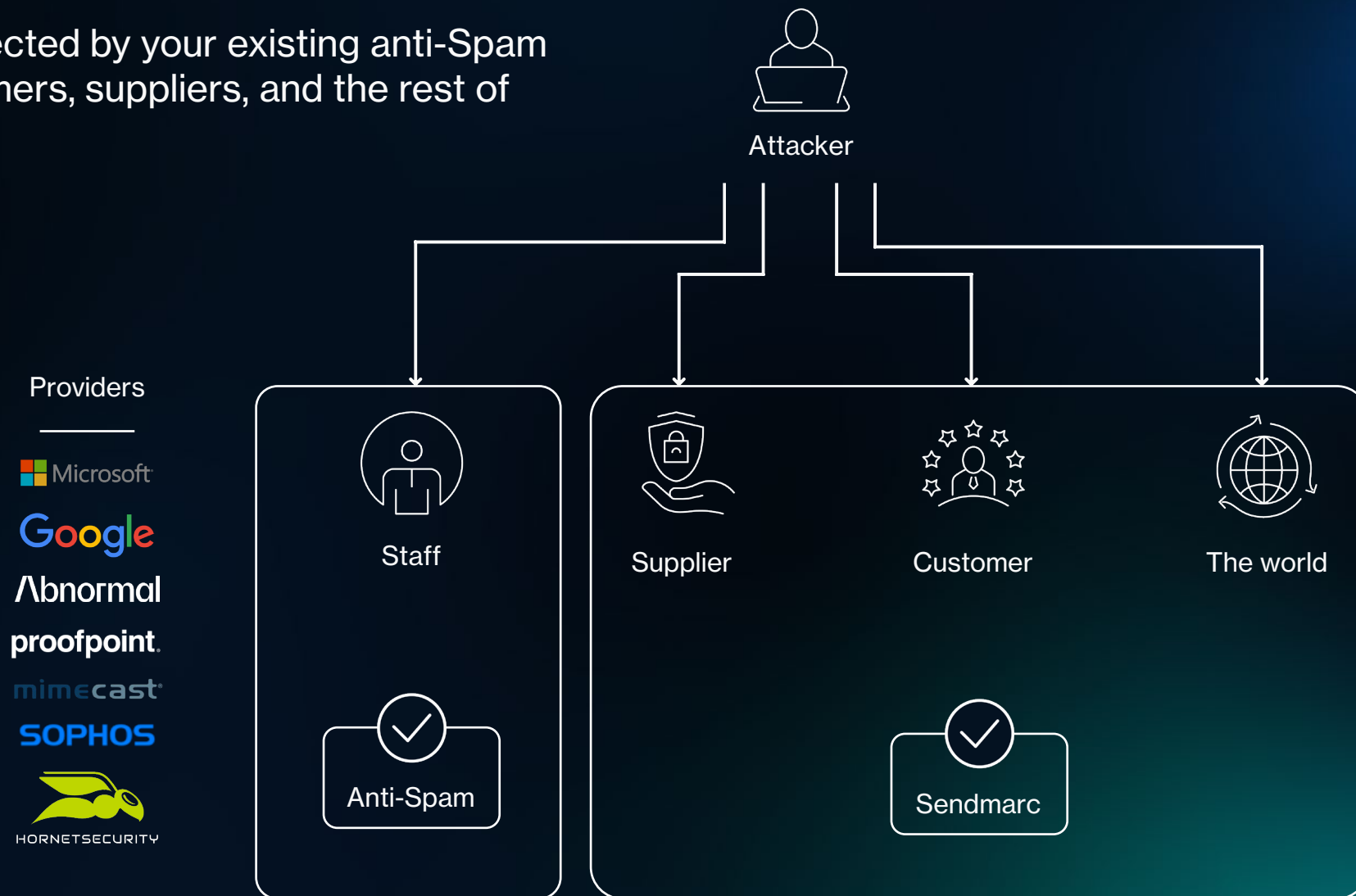


Operational disruption

The school's operations were disrupted as they responded to the cyberattack, worked to secure their systems, and communicated with affected families.

Existing Protection is Not Enough

Your staff might be protected by your existing anti-Spam provider, but your customers, suppliers, and the rest of the world aren't



The Solution: DMARC

The global security standard for email



Solve impersonation

Enforces a whitelist of IP addresses authorized to send emails from your domain using SPF



Detect interception

Every email uses DKIM to carry a cryptographic signature to safeguard against tampering



Improve delivery

Legitimate email is delivered successfully more often because servers can tell that you're a trusted sender



Increase visibility & control

Domain owners can now get a consolidated, global visibility of every sender - both good and bad

Global security standard

AGARI

AMERICAN GREETINGS

Aol.



Bank of America

CLOUDMARK

Microsoft

eCert
E-CERTIFICATION PLATFORM

facebook

Fidelity
INVESTMENTS

Google

Gmail



MAAWG

LinkedIn

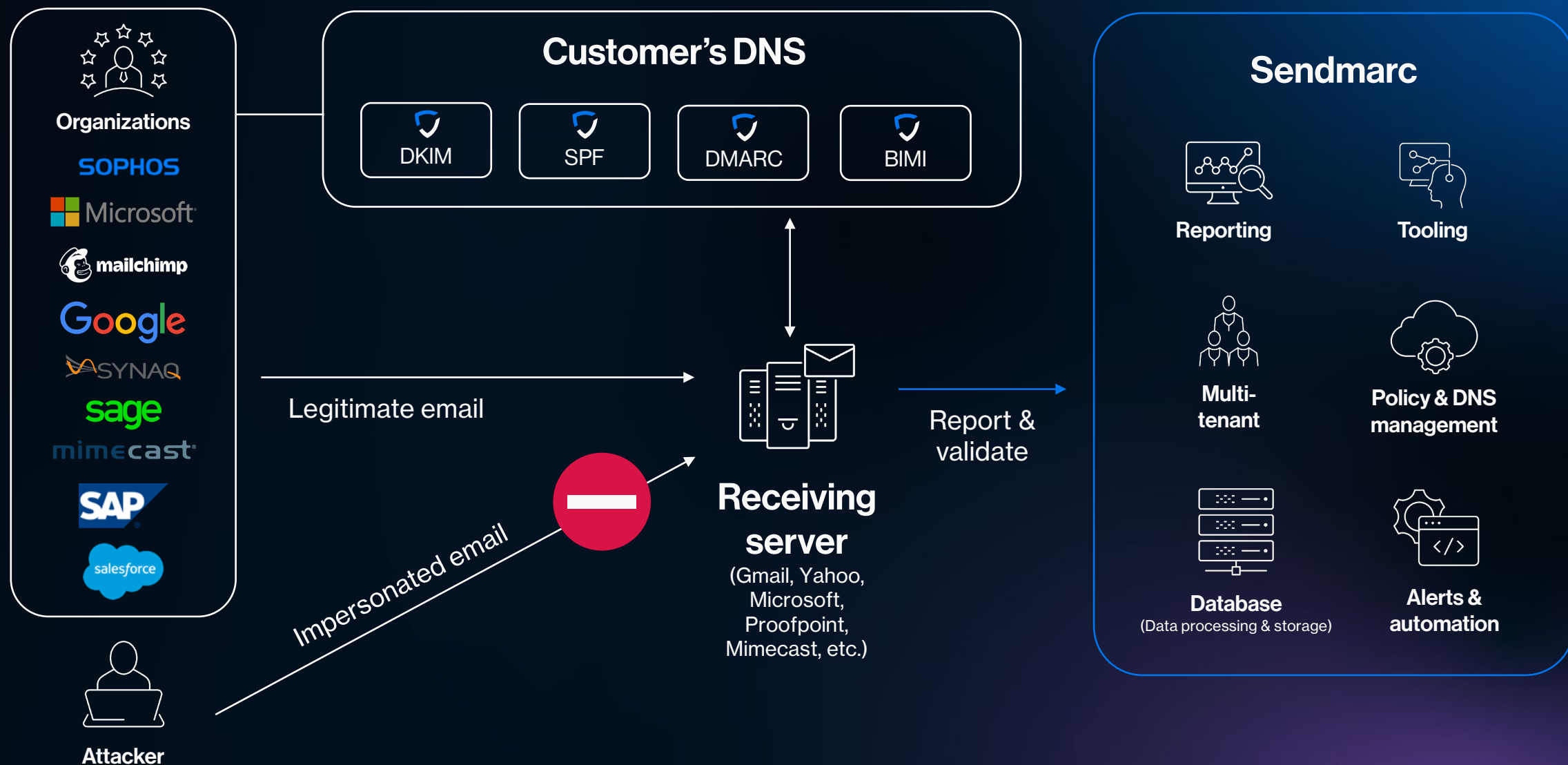
yahoo!

SpamAssassin

ubuntu

Return Path

How DMARC Works



Regulatory Compliance



Regulators, institutions, and large receivers & senders

Pushing or driving initiatives that DMARC can solve for

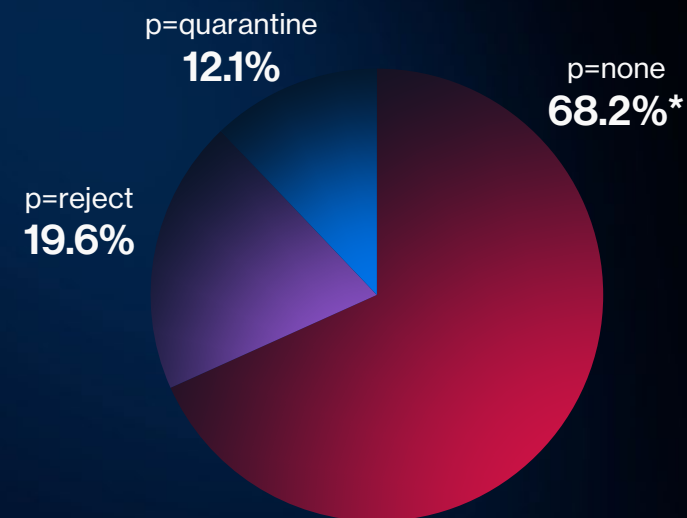
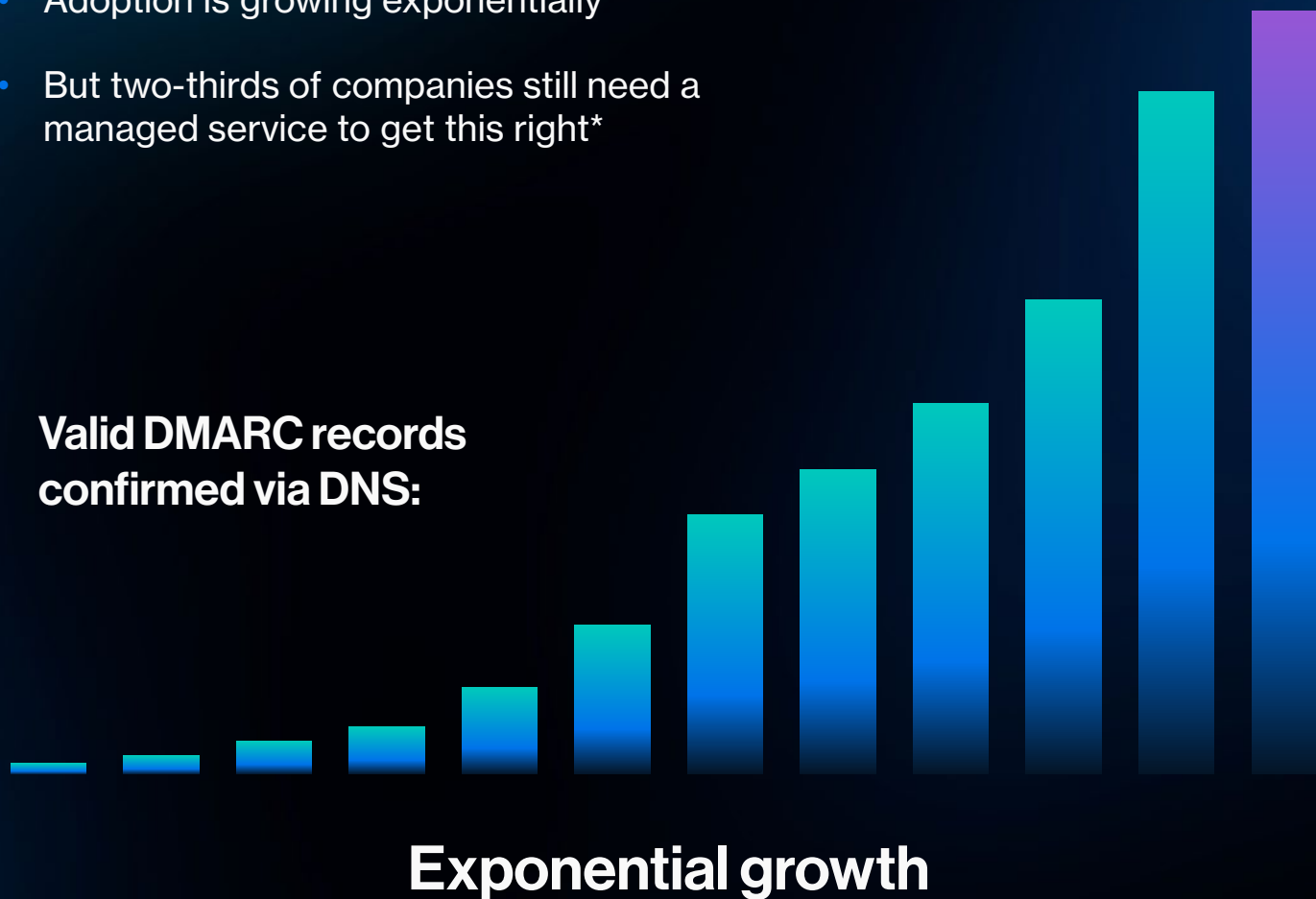


*Sendmarc guarantees of full compliance to all managed customers.

Global Adoption of DMARC


- Adoption is growing exponentially
- But two-thirds of companies still need a managed service to get this right*

Valid DMARC records confirmed via DNS:



**DMARC MSPs
desperately needed**

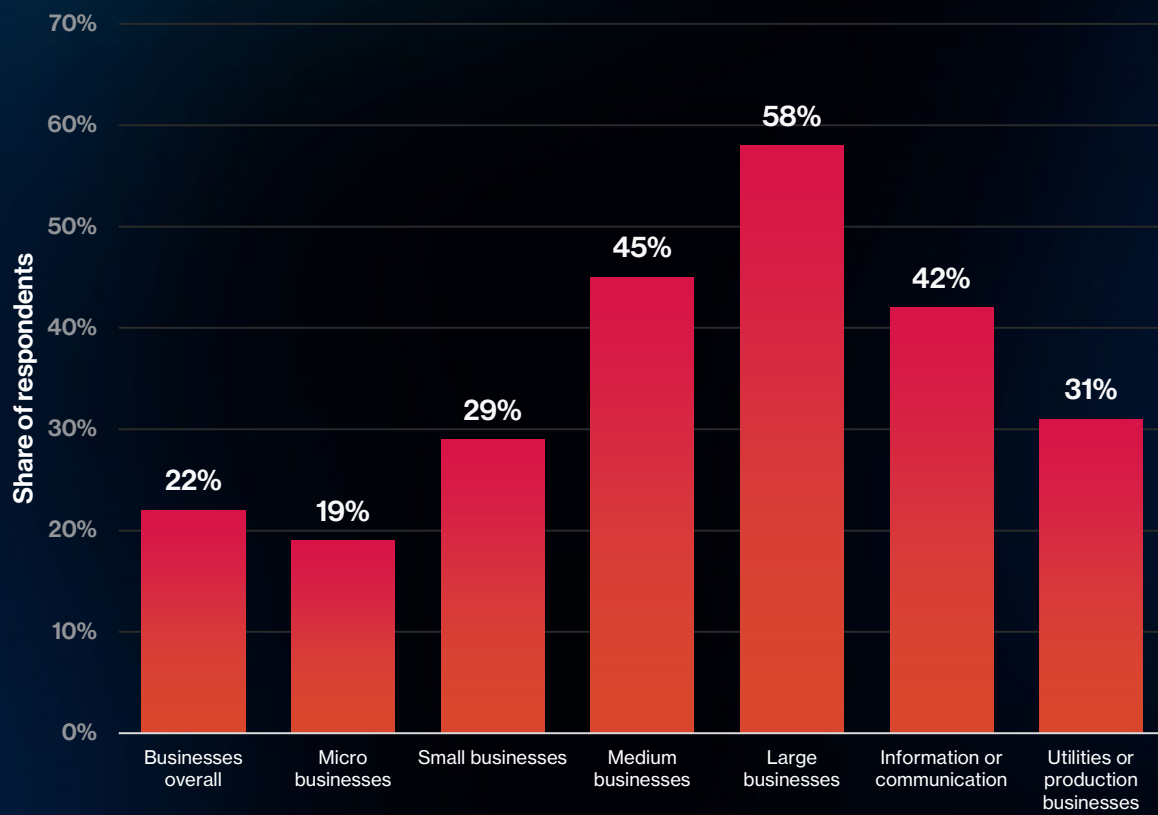
*Monitoring mode only. Email can still be impersonated. Skills required!



Why Should MSPs Care?

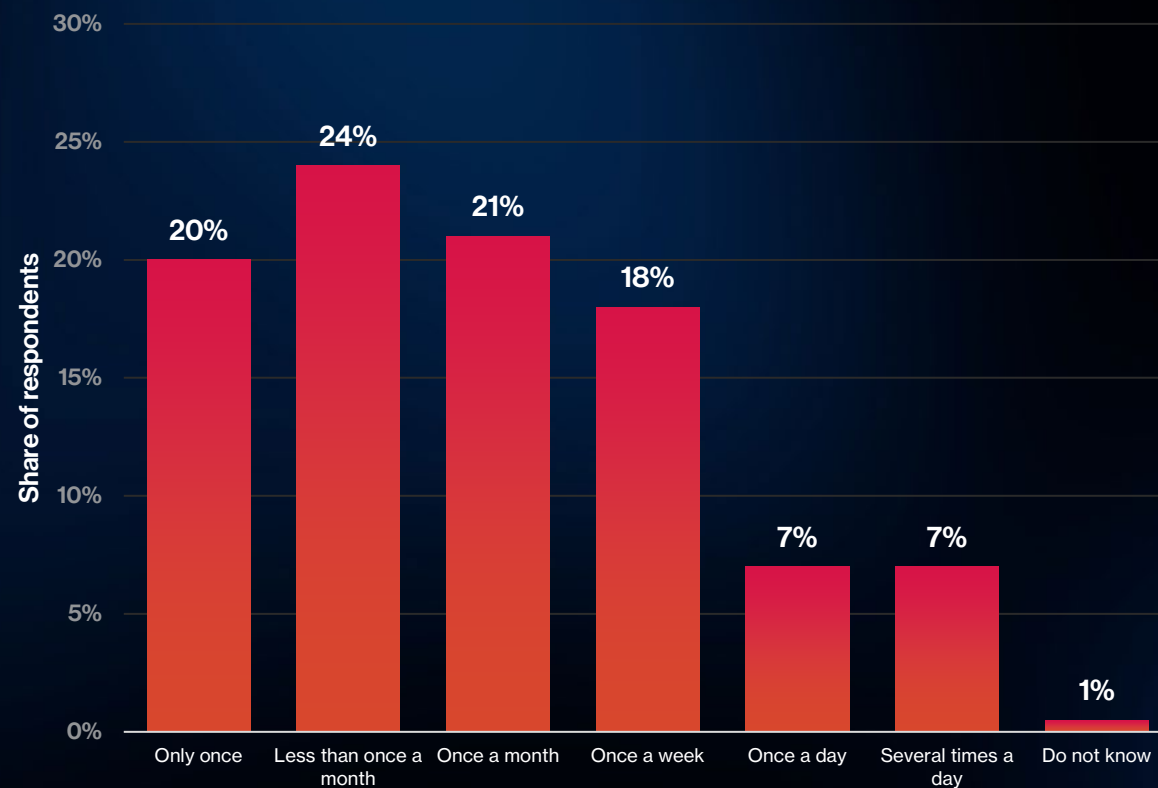
UK Cybercrime Rates

By business and frequency in 2024



Experienced cybercrime within the year by business size

Source: [Statista](#)



Frequency of cybersecurity breaches

Source: [Statista](#)



The UK Market

15 200 top sites in UK

The good news!



4 408

Are protected

29%

The bad news!



10 792

Can be impersonated

71%



Managed DMARC

Expected Revenue Growth

The next 3 years



We want to help you make this a little easier and more profitable

Creating a meaningful DMARC business that's easy and enjoyable



**DMARC is
something all
companies
must do**



**We can overcome
the friction that's
holding clients
back**



**DMARC is an easy
and meaningful
business
opportunity**



**Sendmarc's the
right partner to
help, and the
time is now**

The Sendmarc Difference



People

The world's most committed team of global DMARC experts, at the service of MSPs



Platform

Our multi-tenant DMARC platform enables MSPs to prospect, promote, protect, and profit from DMARC across 100% of their customers



Price model

Easy to quote
Frictionless for clients
Scales to any size budget



Promise

The only DMARC brand that promises clients full compliance within 90 days



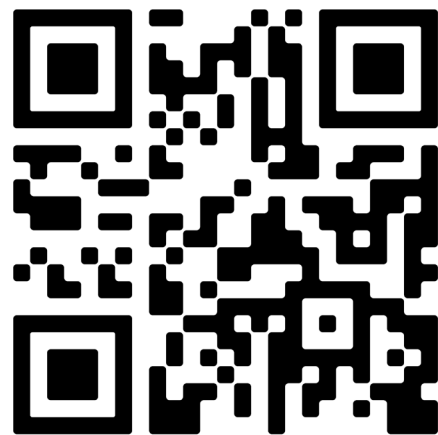
Questions?



What's next...

Register for the Brigantia webinar 1st April 10h00 – 11h00

**DMARC for sales and marketing teams:
How to maximise your potential**





Thank You

www.sendmarc.com