Dear XXXX (END CUSTOMER) XXXX,

Google, Yahoo and many others (some of the world’s largest technology companies) have recently announced a significant change to the way in which emails will be handled moving forwards, in one of the biggest attempts by a large conglomerate of global businesses, to greatly improve cybersecurity across the world. Email is the number one tool used by cybercriminals with over 90% of attacks starting via an email.

Whilst we clearly support the change being made, there are some real-world consequences which mean we need to take action on your behalf to ensure that all legitimate emails that you send will be delivered moving forwards and as such you can continue to communicate effectively and efficiently with your customers, potential customers, suppliers etc.

We are more than happy to explain more technically to anyone who would like us to but in summary, this change relates to the email protocol called DMARC (Domain-based Message Authentication, Reporting & Conformance) and the change comes into force during February. “Impersonation Attacks” are rife currently and this clamp down around DMARC will lead to a significant drop globally of said horrific incidents.

At XXX MSP XXXX are implementing a new service immediately which will allow us to see the status of all our customers’ DMARC configurations. Furthermore, this will allow us to optimise your DMARC moving forwards, ensuring efficient and more secure email delivery, as well as making sure you remain compliant on an ongoing basis.

Thankfully, the cost is low and we are simply passing this on to customers as it is fundamentally now a requirement. The cost will be XXXXX per domain per month. We will not be levying a setup cost and the first time you will notice this charge is on your March bill.

*We appreciate the short notice of this, however we must ensure that you and your customers are secure from these impersonation attacks, as well as guaranteeing your emails are being delivered to your valued clients.*

Please feel free to get in touch if you have any questions about this.

Kind regards,  
XXXX (MSP NAME) XXXX

Dear XXXX (END CUSTOMER),

Major technology companies like Google and Yahoo have recently announced a significant cybersecurity enhancement related to email handling. With over 90% of cyber attacks starting via email, this change aims to combat impersonation attacks globally. *An impersonation attack is where a malicious actor pretends to be you and can do untold damage.*

To ensure the continued effective communication of your legitimate emails, XXX MSP XXXX is implementing a new service immediately. This service will monitor and optimize your DMARC configurations, ensuring secure and compliant email delivery. The associated cost is XXXXX per domain per month, with no setup fee. This change will be reflected in your March bill.

We understand the short notice but we must secure you and your customers against impersonation attacks. Feel free to contact us with any questions.

Kind regards,

Dear XXXX (END CUSTOMER),

We wish to inform you of a significant development in email handling recently announced by major technology companies such as Google and Yahoo. In summary, this change revolves around the DMARC (Domain-based Message Authentication, Reporting & Conformance) email protocol, set to be mandated in February.

This initiative, driven by a collective effort of global businesses, aims to enhance cybersecurity worldwide, addressing the fact that email is the primary tool used by cybercriminals, with over 90% of attacks originating from this channel.

While we endorse this positive change, it necessitates some proactive measures being taken on your behalf. Our goal is to ensure the seamless delivery of all your legitimate emails, enabling effective communication with your customers, potential clients, and suppliers.

Given the prevalent threat of "Impersonation Attacks," our swift implementation of a new service at XXX MSP XXXX will ensure continuous monitoring and optimisation your DMARC configurations. This not only guarantees efficient and secure email delivery but also ongoing compliance.

The associated cost is modest, reflecting the essential nature of this requirement—XXXXX per domain per month. Importantly, there is no setup cost, and you will first notice this charge on your March bill.

Your enquiries about this matter are most welcome; please feel free to get in touch.

Kind regards,

XXXX (MSP NAME) XXXX