

# Large Enterprise Retail Company

## Introduction

This case study of a large enterprise retail company is based on a January 2018 survey of Agari customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“We were able to increase customer trust and dramatically reduce the number of phishing attacks by using Agari Customer Protect.”

## Challenges

The business challenges that led the company to evaluate and ultimately select Agari Customer Protect included the need to:

- Prevent cyber criminals from phishing customers using their brand to commit fraud
- Improve deliverability of legitimate email from authorized senders
- Protect employees against business email compromise or executive spoofing attacks that use their email domain

## Use Case

The key features and functionalities of Agari that the surveyed company find most valuable:

- DMARC, SPF, DKIM Email Authentication Policy Management
- Third Party Email Sender Discovery, Management & Governance
- Visibility, Forensics & Threat Intelligence
- Brand Abuse Monitoring

Before selecting Agari the company evaluated the following vendors:

- DMARCIAN
- Proofpoint (Return Path)

## Results

The surveyed company rates the following capabilities of Agari Customer Protect better than the competition:

- Achievement of authentication goals
- Ease of use
- Reporting & forensics
- 3rd-party sender management
- DMARC expertise

The company has realized the following benefits as a result of implementing Agari Customer Protect:

- Protection against new phishing attacks using look-alike domains
- Email governance, compliance and prevention of shadow IT
- Protection of newly acquired domains (i.e. defensive, M&A)
- Detection and management of new third-party email senders for their domains

After achieving DMARC Reject, the company expects to realize the following ongoing benefits leveraging Agari:

- Prevention of phishing on domains
- Reduced consumer fraud/support costs related to email
- Increased trust & protected value of brand
- Email governance for email senders (preventing shadow IT)

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Large Enterprise**

Industry:  
**Retail**

### About Agari

Agari, a leading cybersecurity company, is trusted by leading Fortune 1000 companies to protect their enterprise, partners and customers from advanced email phishing attacks.

### Learn More:

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