

# Blue Shield of California

## Introduction

This case study of Blue Shield of California is based on a March 2018 survey of Agari customers by TechValidate, a third-party research service.



“We were able to increase brand protection, protect against phishing for internal employees, and protect against scams for our customers. Agari’s customer success team does a superb job of guiding organizations through the DMARC process.”

## Challenges

The business challenges that led Blue Shield of California to evaluate and ultimately select Agari Brand Protection included the ability to prevent cybercriminals from phishing customers using their brand to commit fraud and improved deliverability of legitimate email from authorized senders.

## Use Case

The key features and functionalities of Agari that Blue Shield finds most valuable include:

- DMARC, SPF, DKIM Email Authentication Policy Management
- Third Party Email Sender Discovery, Management, and Governance
- Brand Abuse Monitoring

Before selecting Agari, they also evaluated the following vendors:

- An in-house solution
- Proofpoint (Return Path)

## Results

Blue Shield rated the following capabilities of Agari Brand Protection as better than the competition:

- Achievement of authentication goals
- Ease of use
- Reporting and forensics
- Third-party sender management
- DMARC expertise

Realized the following benefits as a result of implementing Agari Brand Protection and achieving DMARC Reject:

- Prevention of phishing on domains
- Reduced consumer fraud/support costs related to email
- Increased trust and protected value of brand
- Email governance for email senders, preventing shadow IT
- Protection against new phishing attacks using look-alike domains
- Protection of newly acquired domains
- Detection and management of new third-party email senders for their domains

### Company Profile

Company:  
**Blue Shield of California**

Company Size:  
**Large Enterprise**

Industry:  
**Health Care**

### About Agari

Agari is transforming the legacy Secure Email Gateway with its next-generation Secure Email Cloud™ powered by predictive AI. Leveraging data science and real-time intelligence from trillions of emails, the Agari Identity Graph™ detects, defends, and deters costly advanced email attacks including business email compromise, spear phishing, and account takeover.

**Learn More:**

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