

## American Investment Bank

### Introduction

This case study of a medium enterprise financial services 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.



“Agari’s Customer Success team made the implementation process much easier. 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 profiled company to evaluate and ultimately select Agari Customer Protect included the need to:

- Prevent cybercriminals from phishing customers using their brand to commit fraud
- Improve deliverability of legitimate email from authorized senders

### Use Case

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

- DMARC, SPF, DKIM Email Authentication Policy Management
- 3rd-Party Email Sender Discovery, Management & Governance
- Visibility, Forensics & Threat Intelligence
- Brand Abuse Monitoring

Before selecting Agari the company evaluated an in-house solution and Proofpoint (Return Path).

### Results

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

- Achievement of authentication goals: better than the competition
- Ease of use: better than the competition
- Reporting & forensics: significantly better than the competition
- 3rd-party sender management: better than the competition
- DMARC expertise: significantly better than the competition

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

- Prevention of phishing on domains
- 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)

#### 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:  
**Medium Enterprise**

Industry:  
**Financial Services**

#### 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.

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