

British Retail Bank

Introduction

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



“We were able to decrease phishing on our owned domains significantly. We have also improved the deliverability of mail from third-party suppliers. Where we had to rate limit campaigns, this is no longer required.”

Challenges

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

- Prevent cyber criminals 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 the surveyed company finds most valuable include:

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

Prior to selecting Agari the bank evaluated the following vendors:

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

Results

The bank rates the following capabilities of Agari Customer Protect:

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

The bank has realized the following benefits as a result of implementing Agari:

- Prevention of phishing on domains
- Increased revenue through better email deliverability
- Reduced consumer fraud/support costs related to email
- Increased trust & protected value of brand

The company expects to realize the following ongoing benefits by leveraging Agari Customer Protect:

- Protection against new phishing attacks using look-alike domains
- Email governance, compliance and prevention of shadow IT
- Detection and management of new third-party email senders for their domains

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:
Banking

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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