AGARI.

Dixons Carphone

Introduction

This case study of Dixons Carphone is based on a January 2018 survey of Agari customers by TechValidate, a third-party research service.

> " "The first 5 weeks of monitoring highlighted 20 million illegitimate emails being sent each week using our domain names. Implementation of DMARC Reject using Agari Customer Protect has stopped this completely – preventing over a billion illegitimate mails being sent in 2017.""

Challenges

The business challenges that led Dixons Carphone to evaluate and ultimately select Agari Customer Protect included:

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

Use Case

The key features and functionalities of Agari the 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, they also evaluated Proofpoint (Return Path) and considered an in-house solution.

Results

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

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

Dixons Carphone has realised the following benefits as a result of implementing Agari:

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

Company Profile

Company:
Dixons Carphone

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:

 Agari

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