AGARI

# Medium Enterprise eCommerce Company

## Introduction

This case study of a medium enterprise consumer 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.

> "Using Agari has allowed us to understand the state of our current email authentication, plan and integrate the DMARC standard with the goals of achieving p=reject on all our domains. Agari Customer Success is excellent."

## Challenges

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

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

## Use Case

The company found the DMARC, SPF, DKIM Email Authentication Policy Management features and functionalities of the Agari solution the most valuable.

Before selecting Agari the company also evaluated the following vendors:

- DMARCIAN
- 250ok

## Results

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

- Achievement of authentication goals: significantly better than the competition
- Ease of use: better than the competition
- Reporting & forensics: 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
- 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:
**Medium Enterprise**

Industry:
**Consumer 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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