

The top of the page features a dark, semi-transparent background image showing two people in an office setting. One person is in the foreground, looking at a laptop, while another is slightly behind them, also working. The Appgate logo is overlaid on the left side of this image. A large, semi-transparent orange circle is positioned on the right side of the image.

appgate

Leverage Appgate Email Protection

as a key component of a
comprehensive fraud strategy,
using **DMARC** and **BIMI**

Fraudulent messages and orchestrated attacks have eroded trust in email as a means of communication to such an extent that it is nearly impossible for major financial institutions, retailers, and marketers to authentically reach their customers. Fortunately, the draft **DMARC PROTECTION** specification, created by a group of leading email providers, shows great promise for protecting email channels, reducing the amount of forged email received, and improving threat intelligence and visibility around targeted attacks. This whitepaper explains the draft **Appgate Email Protection** specification how to leverage it to reduce phishing attacks and strengthen customer trust in their email communication.





AN INTRODUCTION TO APPGATE EMAIL PROTECTION

While email authentication is not a new idea, Appgate Email Protection is a technical specification that has been developed by leading email providers to offer an Internet-scale federated application, authentication, and policy framework for reliable email delivery. As such, it has the potential to transform email security as we know it.

WHY APPGATE EMAIL PROTECTION IS IMPORTANT AND WHO CAN BENEFIT?

The rapid and widespread adoption of DMARC is finally standardizing efforts to verify that emails are really from who they claim to be. This has positive implications for any organization looking to correspond and interact securely with its customers, i.e. all organizations.

CHALLENGES WITH STANDALONE APPGATE EMAIL PROTECTION SOLUTIONS

Appgate Email Protection is a huge step forward for message authentication, given there are other email security issues that DMARC alone does not address. Standalone DMARC solutions are often inefficient, incomplete, and costly, as they only solve a portion of the fraud issues affecting the email channel. A much more comprehensive anti-fraud strategy is needed to protect your brand and your customers.

APPGATE EMAIL PROTECTION WITH DTP: ATTACK COMPLIANCE AND REMOVAL

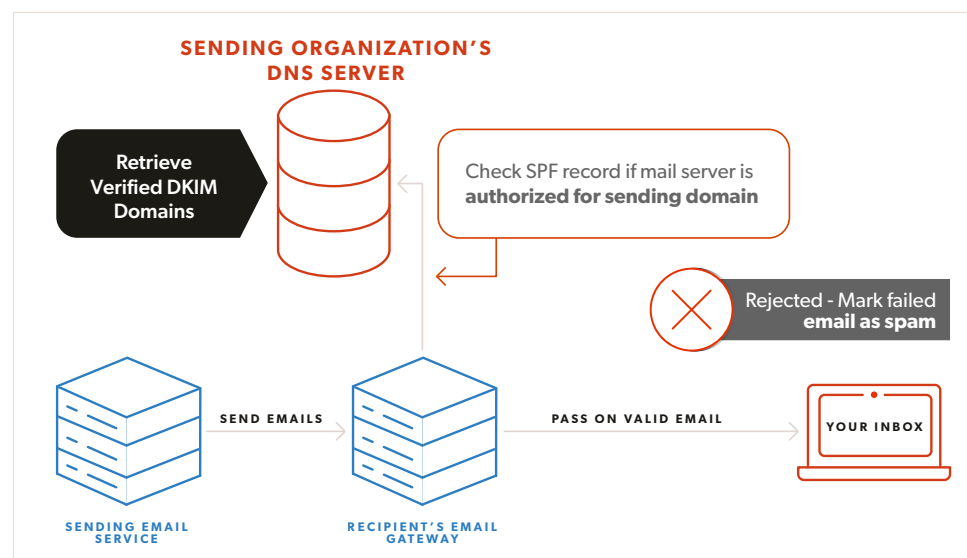
Appgate Email Protection directly integrates DMARC reporting data to quantify email abuse, make it easier to disable attacks, and protect users. When combined with Digital Threat Protection (DTP), your organization receives phishing attack eliminations, compromised card monitoring, brand intelligence, and more to give you a truly complete phishing and fraud protection solution.

HOW DOES APPGATE EMAIL PROTECTION WORK?

Our solution is powered by DMARC, which is a cloud portal that collects data from email recipients. The portal helps users enable three protocols: DMARC, SPF, and DKIM, allowing email recipients like Microsoft and Gmail to block phishing delivery to consumers, business partners, and employees.

WHY IT'S WORTH SAVING EMAIL?

Email as a global means of communication has become so polluted that businesses and individuals are moving to other channels, such as social media, to regain the ability to have a trustworthy conversation. But email is worth saving because it's still the most efficient and effective way to communicate with customers and other businesses.



TAKE YOUR BRAND PROTECTION TO THE NEXT LEVEL

BIMI, for its acronym in English “Brand Indicators for Message Identification”, is a standard that uses the presence of your brand to give more credibility to your email. By placing your brand logo on the emails, you send, it acts as a second level of verification to let your customers know it's genuine.

Why do you need BIMI?

Here are the best things about BIMI:

- **Brand protection:** Every time you send an email, your customers will see your logo in their inbox, reinforcing your brand image.
- **Customer trust:** A familiar logo will be recognizable to customers as a brand they have a relationship with.
- **Email deliverability:** An email that is immediately identified as trustworthy is much more likely to hit inboxes and get clicks.
- **Visual confirmation:** Your logo is verified along with your email, making it an easy way to indicate that your message has been authenticated.
- **Based on DMARC PROTECTION:** BIMI is based on DMARC PROTECTION, giving you more security with your existing DMARC PROTECTION implementation

¹ Appgate Email Authentication is powered by Power DMARC

About Appgate

Appgate is the secure access company. We empower how people work and connect by providing solutions purpose-built on Zero Trust security principles. This people-defined security approach enables fast, simple and secure connections from any device and location to workloads across any IT infrastructure in cloud, on-premises and hybrid environments. Appgate helps organizations and government agencies worldwide start where they are, accelerate their Zero Trust journey and plan for their future. Learn more at appgate.com