



VMC + DMARC: The first integrated way to deliver branded emails and protect against BEC

THE CHALLENGE:

Email Vulnerability is #1 Threat Vector for Organizations

As email continues to be a popular way for brands to communicate with their customers, enhanced personalization methods have been sought-after to drive increasingly immersive email experiences. Forged emails continue to erode people's trust in emails as they often lead to loss of money, data, or systems. Trust can be restored using essential email security mechanisms that secure emails and brands against impersonation. An integrated solution is needed to deliver branded emails, enhance email security, and protect against Business Email Compromise (BEC).

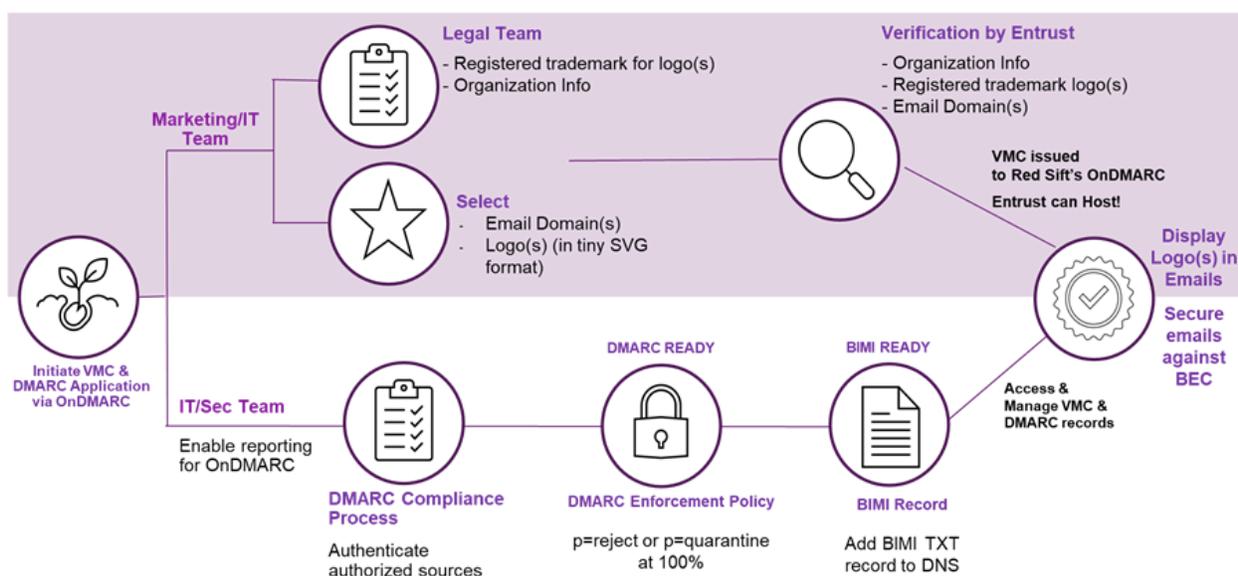
THE SOLUTION:

Entrust and Red Sift mobilize brands to improve their email security strategy and create a more consistent email experience— it's a win-win for both InfoSec and Marketing teams. Entrust authenticates logos with a Verified Mark Certificate (VMC) and DMARC provides anti-spoofing technology to maximize email deliverability. Combining Red Sift's OnDMARC solution with Entrust VMCs brings together best of breed technologies. Enterprises now have an authenticated method for showing their registered trademark logo on their outbound email and improving email security.

Key Benefits

- First integrated way to deliver branded emails and protect against BEC
- One console, with single pane of glass view
- Reduce email spoofing and domain impersonation with DMARC technology
- Automate VMC installation with logo and certificate hosting by Entrust
- Control the displayed logo on emails
- Personalize email experience
- Cultivate brand recognition

Journey to BIMi Ready on a Single Platform (OnDMARC)



HOW IT WORKS

Red Sift and Entrust's integrated technology seamlessly combines the logo validation that a Verified Mark Certificate provides with DMARC anti-spoofing technology.

- **Single pane of glass**
The integrated DMARC and VMC platform reduces friction from the whole BIMI process, from request to installation providing status on both VMC and DMARC lifecycles in real-time.
- **Enhance your email security posture**
The combination of DMARC's anti-spoofing technology and a VMC authenticates your organization's BIMI record to create a verified visual standard of strong email authentication.
- **Auto Installation & Hosting**
Hosted logos ease IT challenges, after a one-time setup in the company's DNS records. It automates certificate installation and eliminates the need for IT teams to update their DNS records every time a new logo is added. This means VMCs can be quickly configured and put into service. Plus, it makes renewals a cinch.
- **Intelligent DMARC**
An automated DMARC platform simplifies the process of email authentication. Once set up, receive specific alerts of any DMARC changes that should be implemented. Red Sift delivers an intuitive, self-service solution designed to confidently secure domains that includes investigation tools with instant results showing the success of DNS changes.

WHY USE BIMI

The combination of DMARC's anti-spoofing technology and a Verified Mark Certificate authenticates your organization's BIMI record to create a verified visual standard of strong email authentication and prevents BEC

About Partner

Red Sift enables security-first organizations to successfully communicate with and ensure the trust of their employees, vendors, and customers. As the only integrated cloud email and brand protection platform, Red Sift automates BIMI and DMARC processes, makes it easy to identify and stop business email compromise, and secures domains from impersonation to prevent attacks.

redsift.com

About Entrust

Consumers, citizens, and employees increasingly expect anywhere-anytime experiences — whether they are making purchases, crossing borders, accessing e-gov services, or logging onto corporate networks. Entrust offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports, and ID cards to the digital realm of authentication, certificates, and secure communications. With more than 2,500 Entrust colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.

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RED SIFT

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