

Your Trusted E-mail Security Partner for
DMARC is SimpleDMARC



Product Knowledge



It is critical to protect your emails from cybercriminals who might steal your customers' personal information. It's the need of the hour to keep your customers safe from cybercriminals.

Due to this, the idea of DMARC (Domain-Based Message Authentication Reporting and Conformance) came into the picture, intending to help businesses deal with email security and stop spam and phishing. One of its most crucial objectives is to help companies protect and preserve their reputation through a secure delivery.

SimpleDMARC is one such business model that provides DMARC solutions for B2B and phishing attack prevention.

SimpleDMARC monitors your emails and helps you gain insights into how to avoid malware and phishing attacks for smooth emailing. Furthermore, rejecting messages that do not meet specific standards can protect emails in transit and help prevent spoofing.

This blog post will take you through what is DMARC, SimpleDMARC, and some of its features and benefits. Moreover, you will also learn how to put it into practice for your domain.

What is DMARC?

DMARC is a free and open technical specification that authenticates the email. With DMARC in place, domain owners can successfully battle against phishing, spoofing, and email abuses. This technology was first launched in 2012. Industry leaders like PayPal, Microsoft, Yahoo, and Google joined hands to create DMARC.

Here's a quick look at what DMARC does:



1

DMARC monitors your email traffic.



2

It ensures that unauthorized emails are sent to the spam folder.



3

Above all, it sees to it that unauthorized emails aren't delivered.

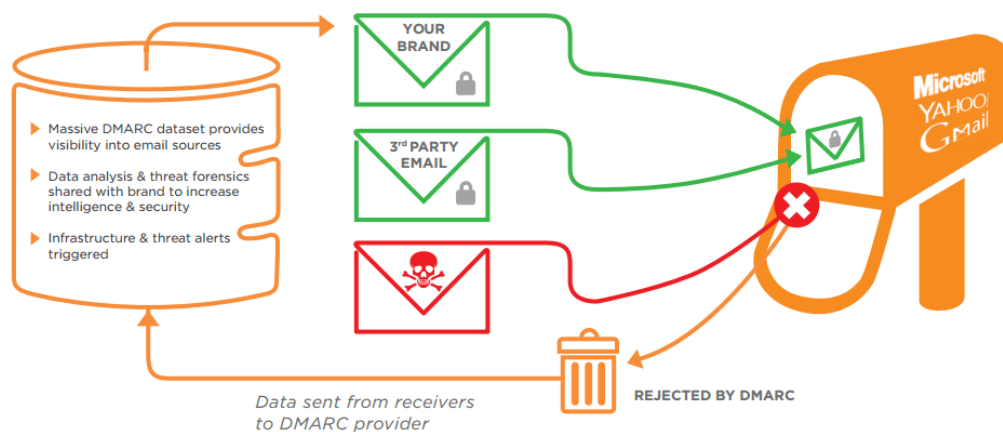
90% of frauds or cyberattacks occur via email. Why? Because it is challenging to identify real and fake emails. Hence, this is where DMARC adds value. It enables domain owners to protect their domain from unauthorized use. Moreover, it acts as an anti-spoofing technology.

When organizations deploy DMARC policy, they ensure to protect themselves against -

- *Malware and Ransomware Attacks*
- *Phishing*
- *CEO fraud*
- *Brand abuse*
- *Scams*

Thus, companies leverage DMARC to get complete insights into their email channel. SimpleDMARC is one such product developed on DMARC technology that protects email senders and receivers from cyberattacks. Let's take a close look at this product.

What is SIMPLE DMARC ?



SimpleDMARC has a unique business model that includes working for ISPs/MSPs and an email marketing firm. It provides a valuable set of reports that assist customers in developing a reputable brand while sending email and improving email deliverability.

Not only this, at SimpleDMARC, we assist individuals and businesses in staying one step ahead of the competition. We also help them in adhering to all email sending standards.

We aim at providing you with better visibility and authority over your domains and email channels. Also, monitoring, identifying and eliminating threats in real-time, making our partnership one of a kind.



How can **DMARC** help you?

SimpleDMARC's main goal is to protect your business emails from phishing and malware attacks, protect the brand image, and make the process as simple as possible.

It will ensure that the legitimate email is appropriate and authentic. Here are a few advantages of using SimpleDMARC:



Higher Productivity

Scammers always seem to find a way to deceive end users to obtain confidential information from organizations in the form of emails.

To prevent that, SimpleDMARC ensures top-of-the-line email security and productivity with industry-standard email protocols and updates. Since it provides you with detailed insight into all the emails on behalf of your domain, it offers better deliverability and less overlapping of efforts.



Latest Security Standards

SimpleDMARC uses the latest security standards and procedures for operating and controlling interconnected and secure platforms. By providing an excellent email authentication protocol, SimpleDMARC provides great email protection from compromising attacks by outsiders.

Since the DMARC standard was created to combat the threat of domain spoofing, it involves attackers impersonating employees using an organization's domain.

It also complements the Simple Mail Transfer Protocol (SMTP), the fundamental protocol for sending email messages, but lacks mechanisms for defining and implementing email authentication.



How can **DMARC** help you?



B2B Business Model

Companies require suppliers and solution providers for proposals, and there is a pressing need to manage all the aspects of security and theft. Businesses and organizations protect themselves from cyberattacks and filter incoming emails using DMARC. As a result, the B2B model relies on proposals and procurement.

We only work with businesses that aim to provide their customers with DMARC security. Therefore, if you're an MSP, ISP, or email marketing firm looking for better email protection and delivery, look no further than SimpleDMARC.



Intelligent Threat Detection

It seems impractical to monitor every IP address that poses a threat at a particular point. Therefore, you just need to be alert to identify and investigate the IP address impersonating your company's domain. Our systems detect IP addresses that attempt to spoof your domain.

With our intelligent threat detection, you gain complete visibility into the attacker, including their web host and domain abuse history. You will get a real-time alert as soon as they try to spoof a domain, and you will be able to see which IP address was involved. With SimpleDMARC, we can ensure full-fledged email security.



Great SaaS Infrastructure

With SimpleDMARC, you can protect and preserve the reputation of your customers by using a scalable SaaS solution that can handle large amounts of data and provide faster reporting.

Our platform visualizes the data in a powerful and meaningful way to get the most accurate source of Software as a Service exposure. The DMARC SaaS platform receives, processes, and classifies mail from your domain namespace and interprets it with assurance.



How can SIMPLE DMARC help you?



On-the-go Deployment

When deploying DMARC, it is best to give appropriate attention to all domains. At SimpleDMARC, you can get detailed reports with Easy Automated DMARC Record Generation. Once the DNS Record is successfully implemented, you will receive reports within days. Furthermore, you will receive marketing and technical expertise to assist your customers.



Three-Way Protection

DMARC ensures best email practices to boost the results of your email program. SimpleDMARC provides the highest level of security by keeping a close check on authentication, reporting, and conformance. We provide peace of mind by ensuring compliance management, threat analysis, and timely reporting.

The Features of SIMPLE DMARC

By implementing a DMARC reject policy, DMARC can assist in identifying anyone using your domain without authorization and blocking the delivery of unauthenticated email. DMARC has several essential features, which are listed below.



Tailor-Made Services

To manage DMARC projects, our team has leading experts with significant expertise in deployment and project management. They work in the SPF & DKIM mechanisms, which will lead to a positive emailing experience. With this, you can send marketing or any other emails without difficulty.

The present reporting and management services would be valuable to your email marketing strategy. Furthermore, you can even track your project progress with a comprehensive Email Governance Program. That will give you some control and reach over all the emails sent on your behalf.



The Features of **DMARC**



SaaS Platform

DMARC services will help businesses in domain administration with full clarity and working exposure as a SaaS platform. The platform receives, processes, and classifies emails in a meaningful and powerful way.

This is because the data we receive is in the native XML format. It can gear you up to understand the hacking process in any foreign language. We also offer users assurances about the true origin of a particular email stream.



Deployment Services

SimpleDMARC's Deployment Services are project-based initiatives that empower you to succeed with the DMARC Solution. You'll be able to manage your domain catalog and email footprint independently. With our help, you'll be able to implement the DMARC policy effectively.

Our Deployment Service will assist you, and your customers make the most of our expertise. Screen-sharing sessions are available to help you understand the DMARC Terminologies.



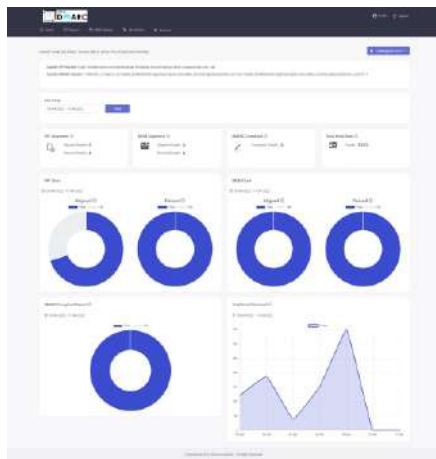
Threat Intelligence

We assist our customers in being prepared to combat new phishing attacks. We provide them with information that will help them deal with looming threats.

SimpleDMARC sends them a weekly report with additional threat information.

SIMPLE **DMARC** as a SaaS Platform

Our DMARC SaaS Platform detects, processes, sorts, and displays subdomains automatically, allowing users to choose which subdomains are essential to them.

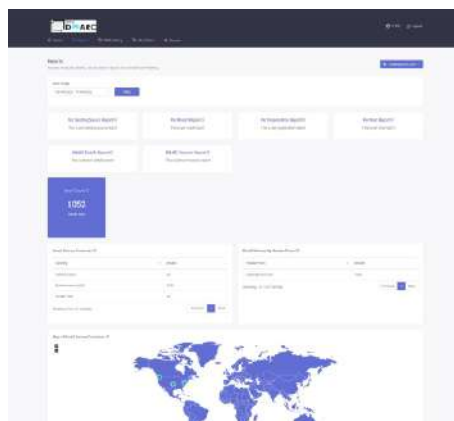
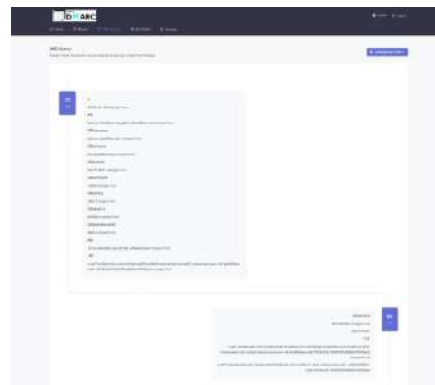


Domain Overview

In our domain overview, the status of all of your domains will be present in brief. You can also discover what changes have been made to your domain by looking at the report. Its goal is to allow domain owners to protect their email addresses from unauthorized use.

Detail Viewer

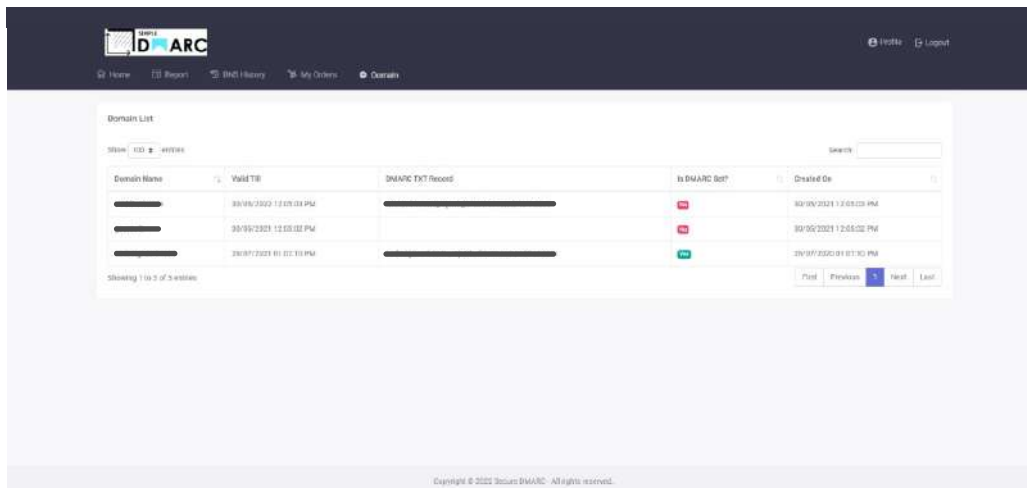
We want to look at your DMARC data as a timeline. DMARC Capable, Forwarding, Non-compliant, and Threat are the high-level tabs provided by the Search parameters. It has a filter option to see your entire DMARC policy.



Domain Discovery

You can use domain discovery to get a list of domains similar to yours and uncover all your digital assets. Moreover, you will also be provided with a list of domains along with names that you can use to give yourself a reputation boost.

SIMPLE DMARC as a SaaS Platform



The screenshot displays the SimpleDMARC web application interface. At the top, there is a dark navigation bar with the SimpleDMARC logo, a user profile icon, and a 'Logout' button. Below the navigation bar, a 'Domain List' section is visible, featuring a search bar and a table of domain records. The table has columns for 'Domain Name', 'Valid Till', 'DMARC TXT Record', 'Is DMARC Bot?', and 'Created On'. Three domain records are listed, each with a corresponding DMARC TXT record and a status indicator (red 'no' or green 'yes'). The interface also includes pagination controls at the bottom of the table and a copyright notice at the very bottom.

Domain Name	Valid Till	DMARC TXT Record	Is DMARC Bot?	Created On
example.com	30/06/2023 12:00:00 PM	DMARC1: p=none sp=low pct=100	no	30/06/2023 12:00:00 PM
example.org	30/06/2023 12:00:00 PM	DMARC1: p=none sp=low pct=100	no	30/06/2023 12:00:00 PM
example.net	30/06/2023 01:00:00 PM	DMARC1: p=none sp=low pct=100	yes	30/06/2023 01:00:00 PM

Showing 1 to 3 of 3 entries

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Source Viewer

You may look at an overview of all the domains and addresses that have sent emails using your domain name across all your domains and groups with the help of a source viewer. You will be able to discover and address issues with your emails due to this.

API For Integration

At SimpleDMARC, we offer an API so that you can easily integrate our data into your dashboard without any complexities. Furthermore, you can offer a service to anyone who wants to get all their information in one place.

Simple SaaS-Based Solution

SimpleDMARC is a straightforward DMARC solution offering solutions to you and your customers. Therefore, you do not need expensive hardware or a cloud solution when fighting phishing.



Domains That Can Leverage **DMARC**

When it comes to email authentication, SimpleDMARC is a competent player in the market. And that is also since 2010! It started with the goal of preventing spam emails and cyberattacks. Hence, this tool is quite effective if you want to fight phishing and spoofing.

Even industry leaders such as Google, Microsoft, IBM, and others support DMARC. How? They advise entrepreneurs and businesses to build a DMARC record that helps secure their email domain. This, in turn, protects its brand reputation and improves its identity.

Conclusion

Our goal is to make the internet a safe and secure place by improving mail authentication practices. Our passion drives us to create cutting-edge email security solutions, and we are always looking at ways to improve them.

DMARC has reached great potential over time. Several small and large groups of businesses are making it compulsory so that they can secure their data.

As a result, it is a great time to switch to DMARC for a secure email experience.

SimpleDMARC protection services cover all bases and provide numerous benefits to our partners. Our reporting services range from domain summaries to trend reports and aggregate reports with incident summaries tailored to our client's specific business needs.

We have worked in the security industry for a long time and concluded that the internet would only become safe if we developed automated solutions that protect customers with a single mouse click.

Our products are straightforward, effective, and easy to use. They require only your most minor efforts as a service provider for customer support.