What is DMARC?
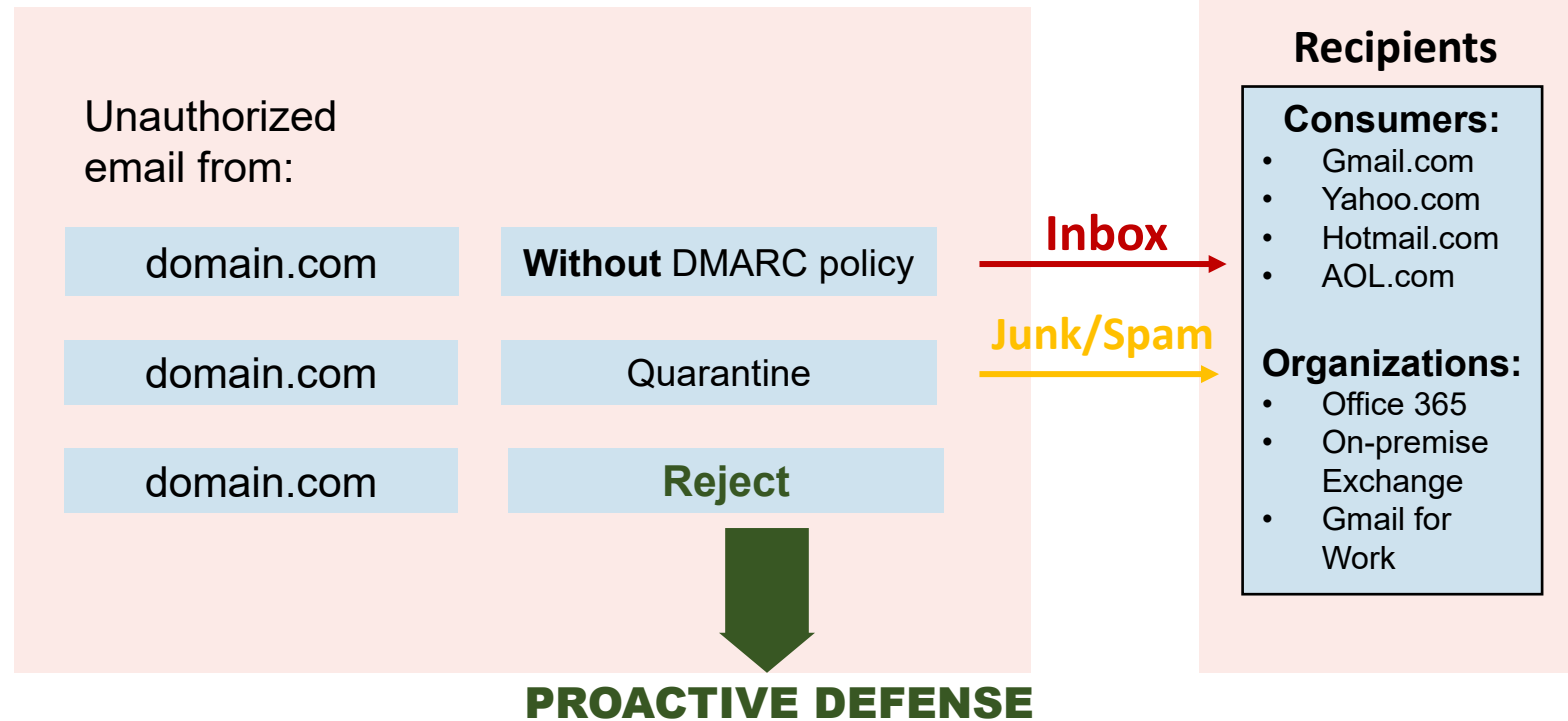
❖ Stands for **Domain-based Message Authentication, Reporting and Conformance**.

❖ It's an **email authentication protocol**.

❖ **Verifies** sender's domain to ensure the **email's authenticity**.

❖ **Prevents** email **spoofing** and **phishing** attacks.

❖ **Protects brand reputation** and increases email **deliverability**.

❖ **Offers insights** into email traffic and potential **threats**.

❖ **Enhances** overall email **security** through shared authentication practices.

How DMARC works?

Unauthorized email from:

domain.com	**Without** DMARC policy
domain.com	Quarantine
domain.com	**Reject**

Inbox →

Junk/Spam →

PROACTIVE DEFENSE

Eliminate attacks by implementing a DMARC policy of rejection throughout company domains.
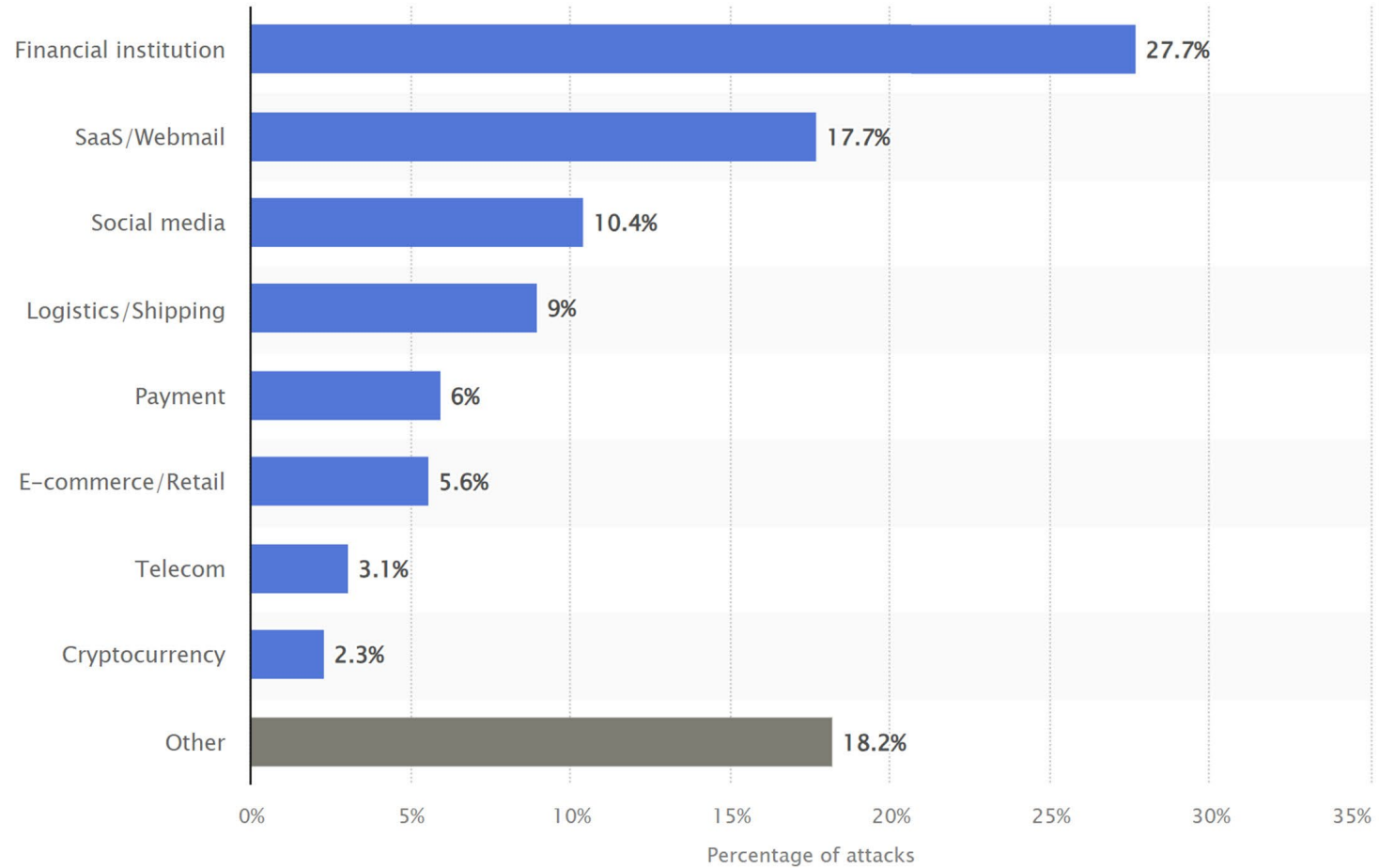
Recipients

Consumers:
- Gmail.com
- Yahoo.com
- Hotmail.com
- AOL.com

Organizations:
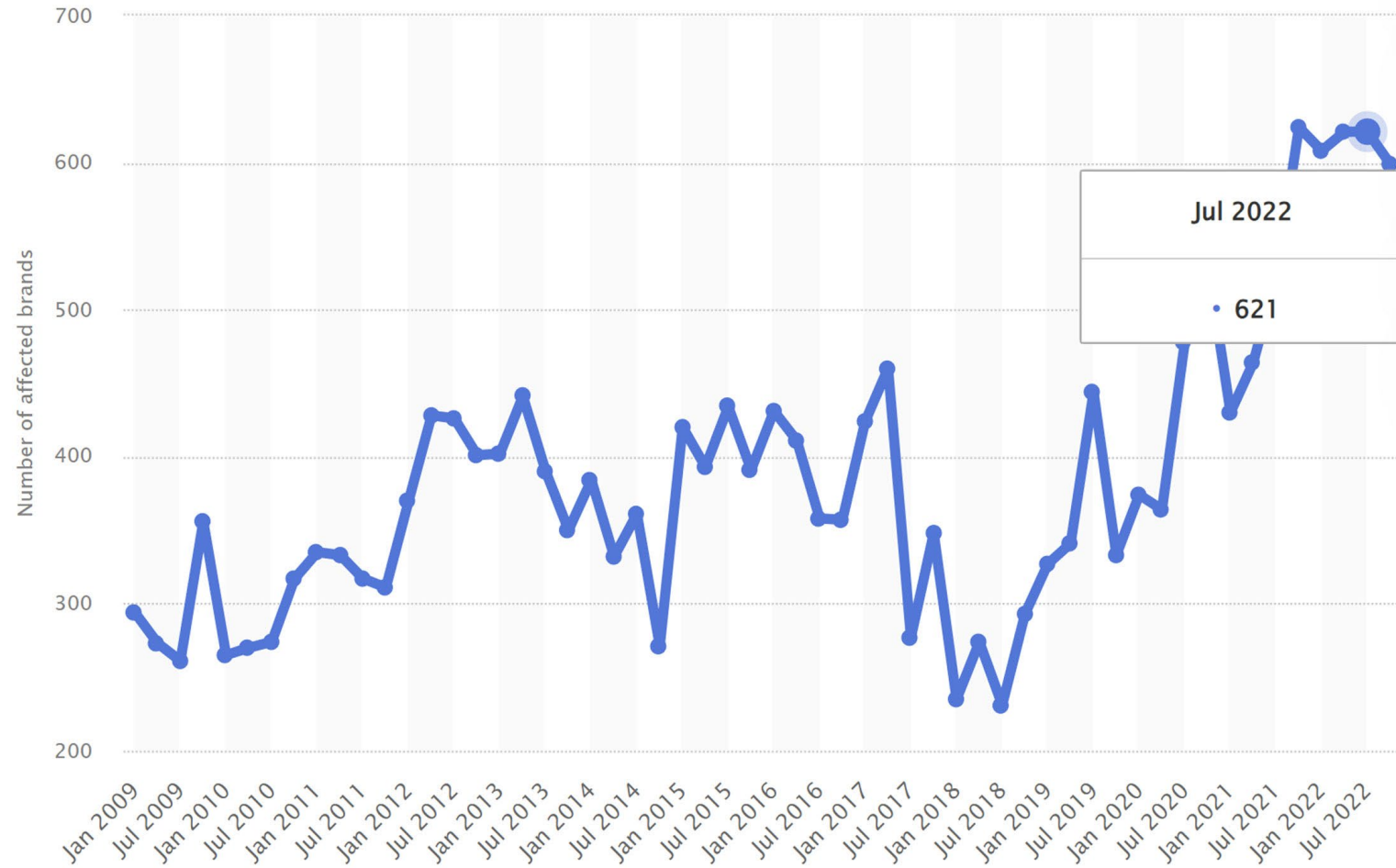- Office 365
- On-premise Exchange
- Gmail for Work

A Diverse Range of Businesses Hit by Cyberattacks

Category	Percentage
Financial institution	27.7%
SaaS/Webmail	17.7%
Social media	10.4%
Logistics/Shipping	9%
Payment	6%
E-commerce/Retail	5.6%
Telecom	3.1%
Cryptocurrency	2.3%
Other	18.2%

Percentage of attacks

*Provided by Statista

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Brand Abuse in Full Swing

Chart: Number of affected brands, January 2009 to July 2022. Y-axis labeled "Number of affected brands" ranging from 200 to 700. Tooltip shows "Jul 2022 · 621".
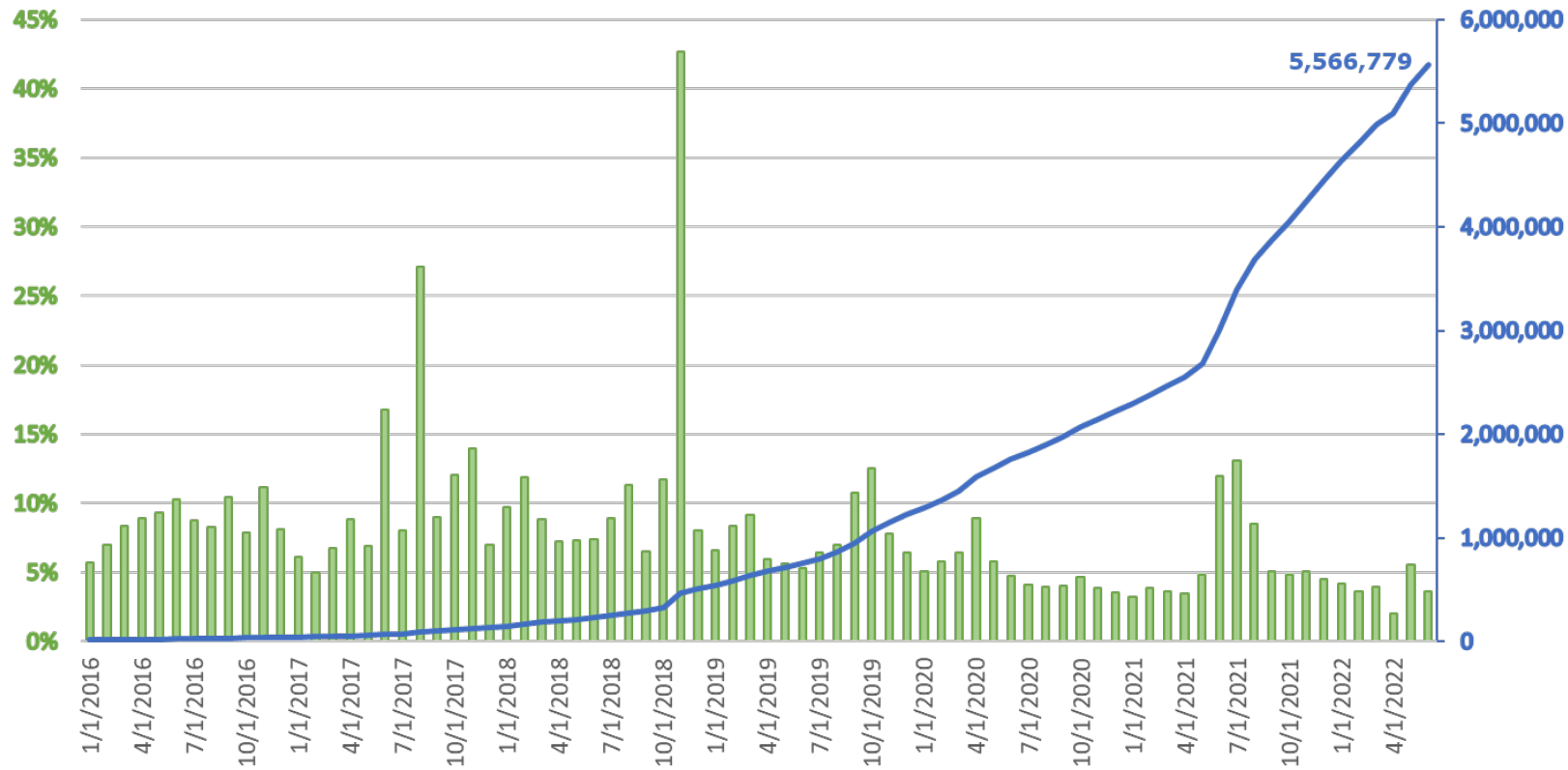
*Provided by Statista

The 50 Most Frequently Spoofed Brands (2022)

1. AT&T Inc.
2. PayPal
3. Microsoft
4. DHL
5. Facebook (Meta)
6. Internal Revenue Service
7. Oath Holdings/Verizon
8. Mitsubishi UFJ NICOS Co., Ltd.
9. Adobe
10. Amazon
11. Apple
12. Wells Fargo & Company
13. eBay, Inc.
14. Swiss Post
15. Naver
16. Instagram (Meta)
17. WhatsApp (Meta)
18. Rakuten
19. East Japan Railway Company
20. American Express Company
21. KDDI
22. Office365 (Microsoft)
23. Chase Bank
24. AEON
25. Singtel Optus Pty Limited
26. Coinbase Global, Inc.
27. Banco Bradesco S.A.
28. Caixa Econômica Federal
29. JCB Co., Ltd.
30. ING Group
31. HSBC Holdings plc
32. Netflix Inc
33. Sumitomo Mitsui Banking Corporation
34. Nubank
35. Bank Millennium SA
36. National Police Agency Japan
37. Allegro
38. InPost
39. Correos
40. FedEx
41. Microsoft
42. United States Postal Service
43. Alphabet
44. The Bank of America Corporation
45. Deutscher Paketdienst
46. Banco Itaú Unibanco S.A.
47. Steam
48. Swisscom AG
49. LexisNexis
50. Orange S.A.

*Provided by Cloudflare
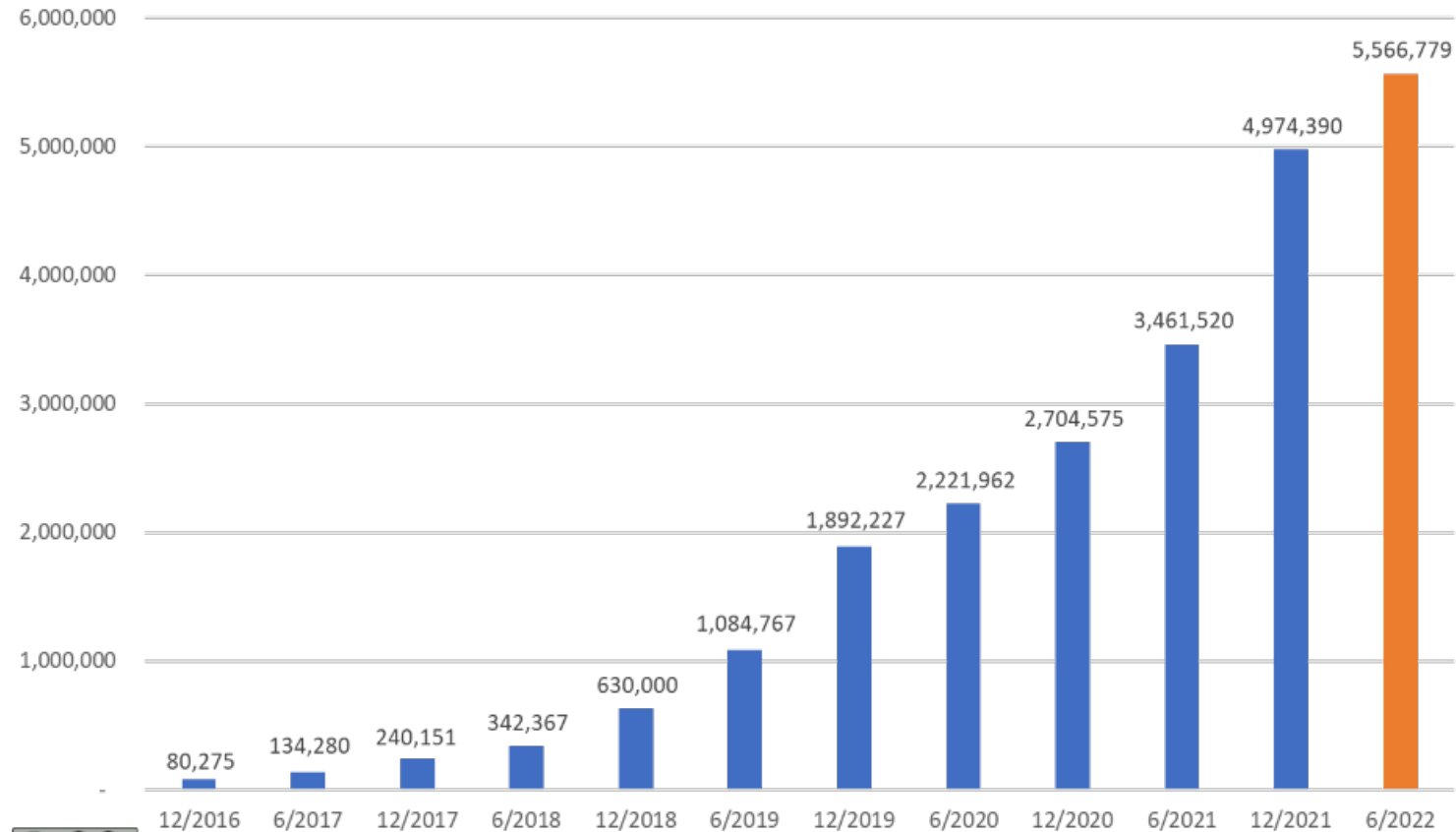
Active DMARC Records and % Growth

Source: DMARC.org

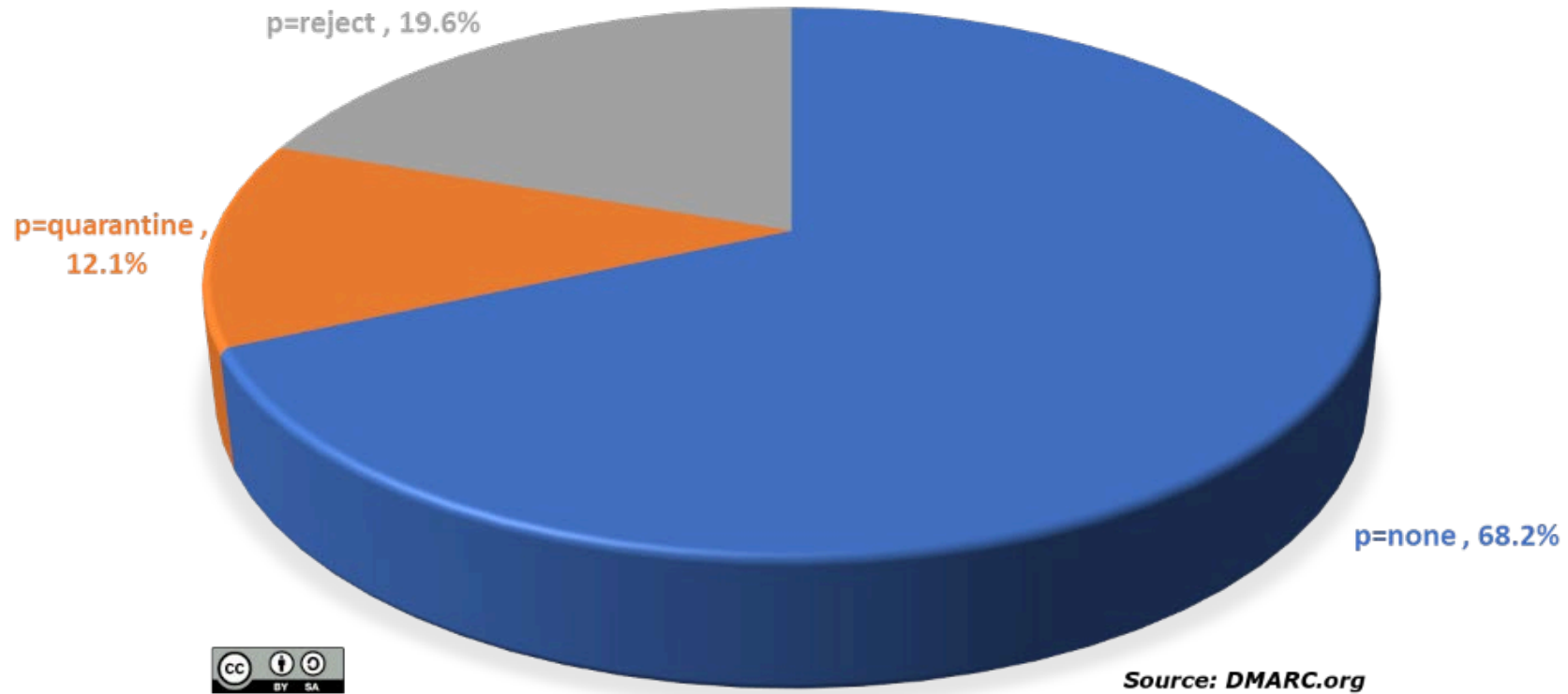# Valid DMARC Records Confirmed via DNS

Date	Records
12/2016	80,275
6/2017	134,280
12/2017	240,151
6/2018	342,367
12/2018	630,000
6/2019	1,084,767
12/2019	1,892,227
6/2020	2,221,962
12/2020	2,704,575
6/2021	3,461,520
12/2021	4,974,390
6/2022	5,566,779

Source: DMARC.org

DMARC Policy MIX, 2022 Q2

p=reject , 19.6%

p=quarantine , 12.1%

p=none , 68.2%

Source: DMARC.org

DMARC Policies Over Time

Source: DMARC.org
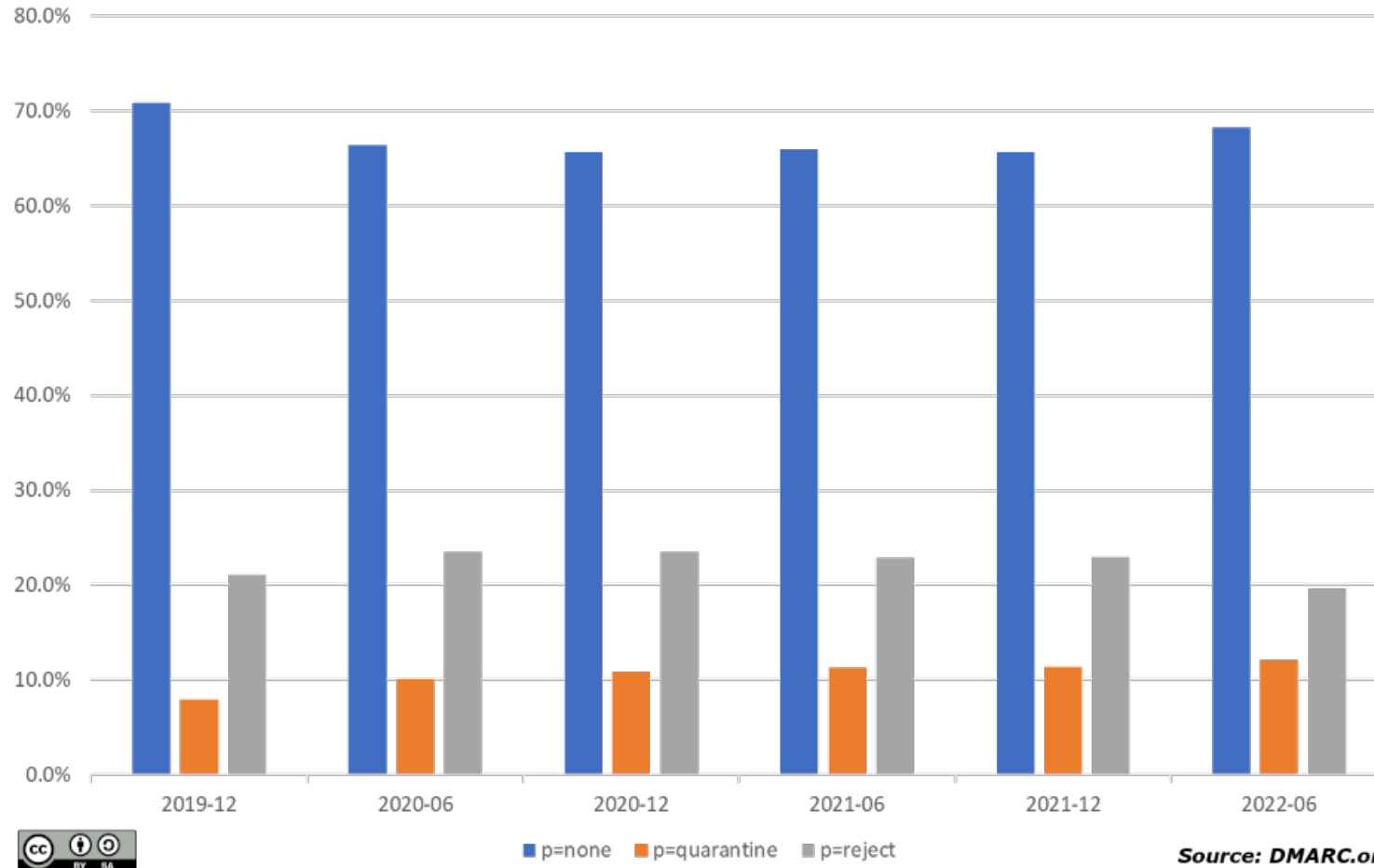
DMARC Right: The Evolution of Email Security

❖ **Channel IT**: Transformed from its inception as a **training** and **consultancy** provider, to emerge as a leading **Value-Added Distributor** with **Professional Services**.

❖ **Software development shift**: Underscores the company's **commitment** to providing **comprehensive** and **tailored IT solutions** for all business needs.

❖ **DMARC Right**: An innovative **DMARC analyzer** developed by a **passionate** and **experienced team**, with a decade of commitment to **email security**.

❖ **Purpose**: DMARC Right is **not just a product**; it's the embodiment of years of **dedication** to **IT security**, with the goal of **fortifying** email security and **ensuring** peace of mind in the ever-evolving landscape of **cybersecurity**.

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By IT Experts, For IT Teams

❖ **Continuous Reporting**: **Provides** comprehensive **reports** on email authentication results, allowing organizations to **understand** their email ecosystem **better**.

❖ **Visibility into Threats**: **Identifies** sources of **email spoofing** and **phishing attempts**, enabling **proactive** measures against **potential** threats.

❖ **Regulatory Compliance**: **Helps** organizations **comply** with industry **regulations** and **standards** related to email **security**, ensuring adherence to **best practices**.

❖ **Insights: Sends** notifications when **unauthorized senders** attempt to use the organization's **domain**, allowing quick response to **potential security breaches**.

❖ **Brand Protection:** DMARC **protects** the **brand's reputation** by preventing **cybercriminal** impersonation.

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channel-it.com ▾ | Last 30 Days ▾

Overview

Total Mail Volume
950

DMARC Pass
99.68 %

DKIM Pass & Aligned
98.63 %

SPF Pass & Aligned
85.58 %

Volume Distribution

Mails Sent — DMARC Pass — DKIM Pass & Aligned — SPF Pass & Aligned

Go To Aggregate Report ›

■ Pass and Aligned ■ Pass and Not Aligned ■ Failed DMARC

Go To Aggregate Geo Maps ›

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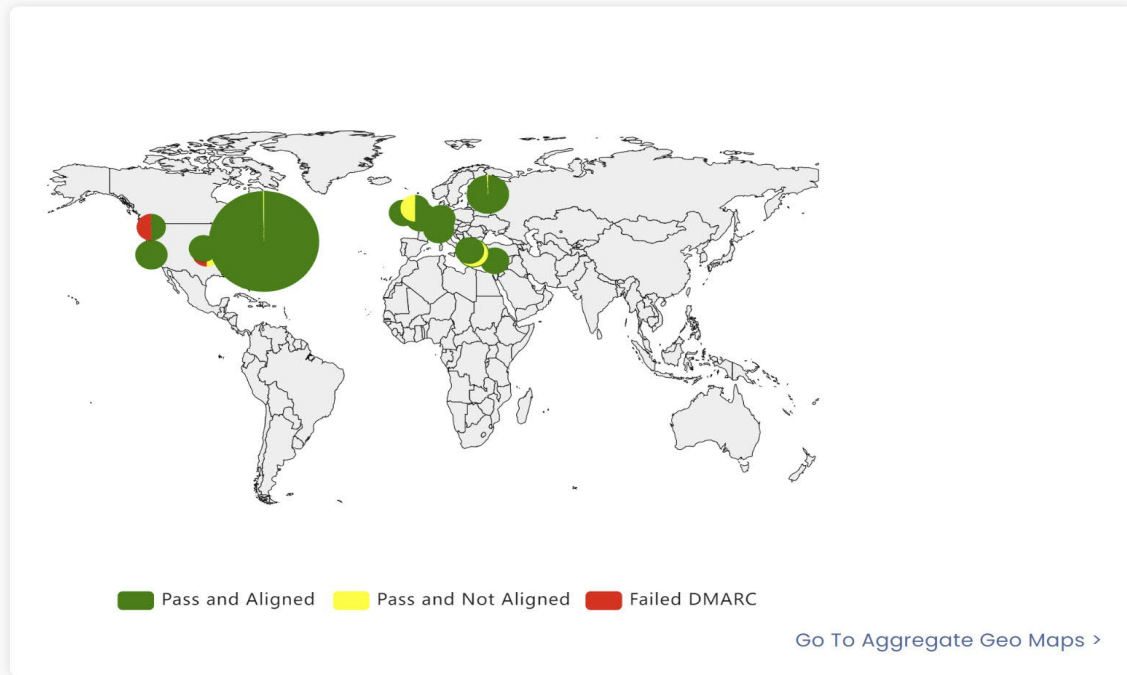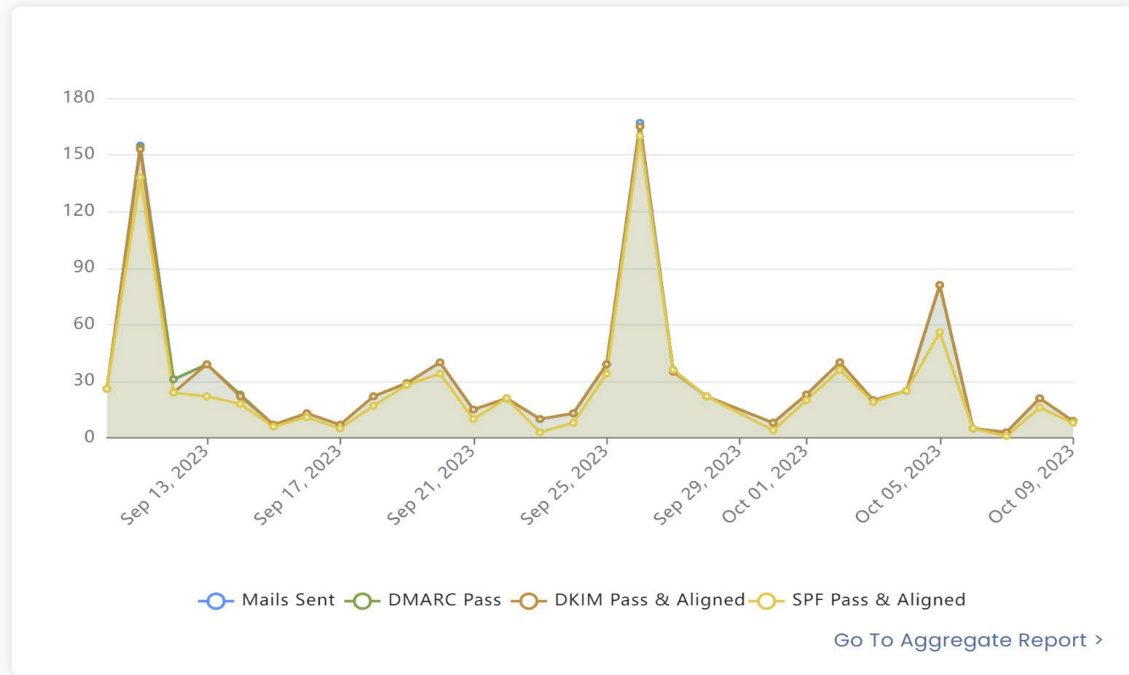
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AGGREGATE REPORTING

channel-it.com ⌄ | Last 30 Days ⌄

Pass Rates

	SPF Pass & Aligned	SPF Pass & Not Aligned	SPF Fail
DKIM Pass & Aligned	**85.37%** Mail Count: 811	**12.00%** Mail Count: 114	**1.26%** Mail Count: 12
DKIM Pass & Not Aligned	**–** Mail Count: 0	**0.63%** Mail Count: 6	**–** Mail Count: 0
DKIM Fail	**0.21%** Mail Count: 2	**0.11%** Mail Count: 1	**0.32%** Mail Count: 3

99.68%
DMARC PASS

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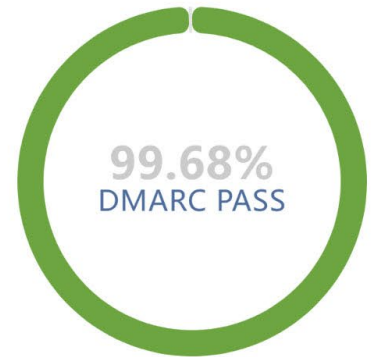
Let's make the world a safer place, Together!

❖ **Free Plan:** With **security first**, DMARC Right true to its core offers a **free plan** for ever for any **personal domain** or **small businesses**.

❖ **DMARC Implementation:** Our IT experts will **ensure** the correct **configuration** of DMARC to **enhance** your email security.

❖ **Assessment:** Investigation **upon request** for **anomalies** in email records (SPF, DKIM, DMARC) and **fix** them to **maintain** a secure email environment.

❖ **Email Authentication Enhancement & Improved Domain Reputation:** We **improve** and **fix** email authentication records, resulting in better **email deliverability**.

Check your email domain DMARC Policy - For Free

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Vendors and in-house developed products

Building a resilient and efficient digital ecosystem

Solutions

- ✓ Cyber Security
- ✓ Data Management
- ✓ Cloud Security
- ✓ Business Collaboration
- ✓ IT Analytics
- ✓ Digital Threat Protection
- ✓ IT Management
- ✓ Email Security
- ✓ Ticketing Systems
- ✓ Backup & Disaster Recovery
- ✓ Network Optimization
- ✓ Fraud Management

Professional Services

- ✓ Strategic Consulting
- ✓ Integrated Solutions Implementation
- ✓ Efficient Project Management
- ✓ Adoption and Change Management
- ✓ Managed IT Services
- ✓ Cloud Optimization Services
- ✓ Cybersecurity Services
- ✓ IT Service Management (ITSM)
- ✓ Data Management and IT Advanced Analytics
- ✓ Responsive Support and Maintenance
- ✓ Training and Knowledge Transfer
- ✓ Custom Software Development

Thank You!

www.channel-it.com

Andreas Karantonis
Marketing & Communications Director

Joseph Msallam
Senior Engineer

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