

## What is Sendmarc?

Sendmarc are cybersecurity email protection and compliance experts, who use intelligent technology as well as effective management reports to entirely prevent email impersonation attacks.

This world class email protection is designed to eliminate email phishing attacks. Sendmarc mitigates a flaw in email design that lets a criminal insert any sender's address in a forged email, a tactic now widely exploited by criminals. To combat this, two million companies have adopted the global security standard for email, DMARC, which was established a few years ago by a consortium of the world's largest technology companies to create a global protocol that will end the impersonation problem.

### What is Sendmarc

**International level security standard:** Sendmarc offer (through DMARC) trust, visibility, delivery, identity, compliance, and international approval through their offering of Global Security Standard for Email.

**It's a pre-emptive solution:** Data analysis through the report will highlight what measures need to be put in place to avoid cyberattacks that can easily be avoided by taking out Sendmarc cover.

**It adds to business legal compliance requirements:** Sendmarc adds excellent value to the business' external audit – it adds credibility to the compliance portion of an audit.

**Anti-spoofing:** Sendmarc uses the highest technology standards to stop impersonations in incoming email into businesses email boxes.

**Compliant:** Sendmarc is an Auditing tool for email sending platforms to make sure they are configured with the right authentication standards and to make sure they are compliant.



## What are the benefits of implementing Sendmarc?

- ✉ **Visibility** - Gain full visibility of all servers, both legitimate and illegitimate, that are sending email from your domain.
- ✉ **Security** - Ensure no attackers can send email impersonation / spoofing attacks from your domain.
- ✉ **Compliance** - Ensuring employees can only send their emails via group approved email servers. This ensures correct record management of all email communication.
- ✉ **Delivery** - Improve your email delivery, making sure it arrives in the intended inbox and not the spam bucket.

## Target market

Mid-tier and Enterprise businesses

## Target users

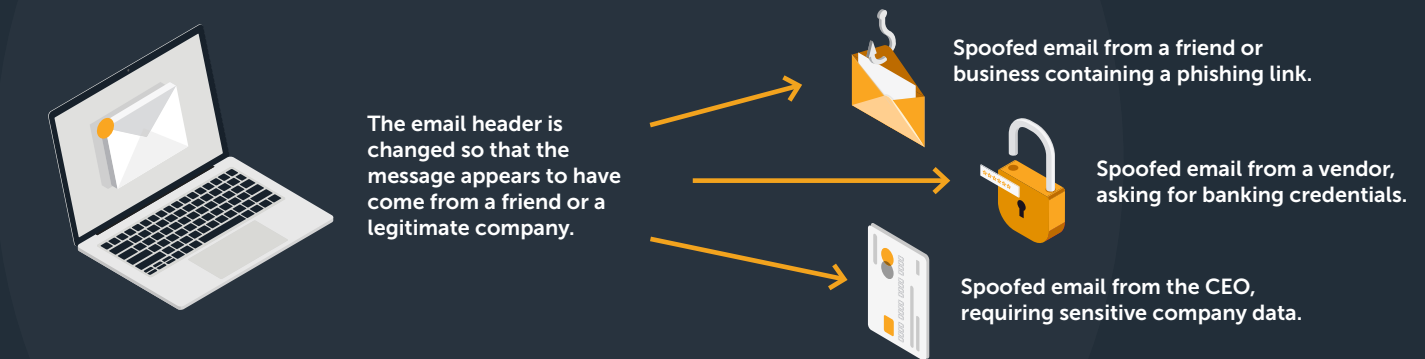
CTO, CIO, IT Manager, CRO, Risk Officers

## Barriers to entry / objection handling

Gatekeepers (IT guys), Mimecast

## Terminology

**Email Spoofing:** This is the act of sending emails with a forged sender address. It tricks the recipient into thinking that someone they know or trust sent them the email. Usually, it's a tool of a phishing attack, designed to take over online accounts, send malware, or steal funds. Spoofed email messages are easy to make and easy to detect. However, more malicious and targeted varieties can cause significant problems and pose a huge security threat.



**Phishing:** This is a cybercrime in which a target or targets are contacted by email, telephone or text message by someone posing as a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking and credit card details, and passwords. The information is then used to access important accounts and can result in identity theft and financial loss.

## Sales Tools

1. "Know your score". How vulnerable is your customer? Find out their score - Share this link to find out how we score your customers domain safety? [Irontree Leads | Sendmarc](#)
2. [Phishing tool](#)
3. Pricing breakdown \*

Amount of Email Addresses	Price excl. VAT per month
1-10	R990.00
11-30	R1490.00
31-50	R2090.00
51-100	R4590.00
101-200	R7090.00
201-500	R12490.00
501-1000	R18990.00

Sendmarc Defence is an optional extra for real-time threat management. Defence includes submission to server blacklisting services, antivirus providers, internet browser warning services, as well as a Take-Down service.

\* Pricing is dependant on number of users and active domains. Please contact [sales@irontree.co.za](mailto:sales@irontree.co.za) for more info.

## Promotional tools

### Recent PR:

- [Business Live radio interview](#) with Sendmarc & IronTree
- [IT Web](#)
- [IOL](#)
- [Leadership](#)

### Video links:

- Sendmarc Product video: <https://vimeo.com/727386090>
- Sendmarc [Training video](#) with Sacha Matulovich, co-founder and chief strategy officer