

DMARC Adoption in 2017



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Today's Topics

Reports about slow DMARC adoption

What are the obstacles?

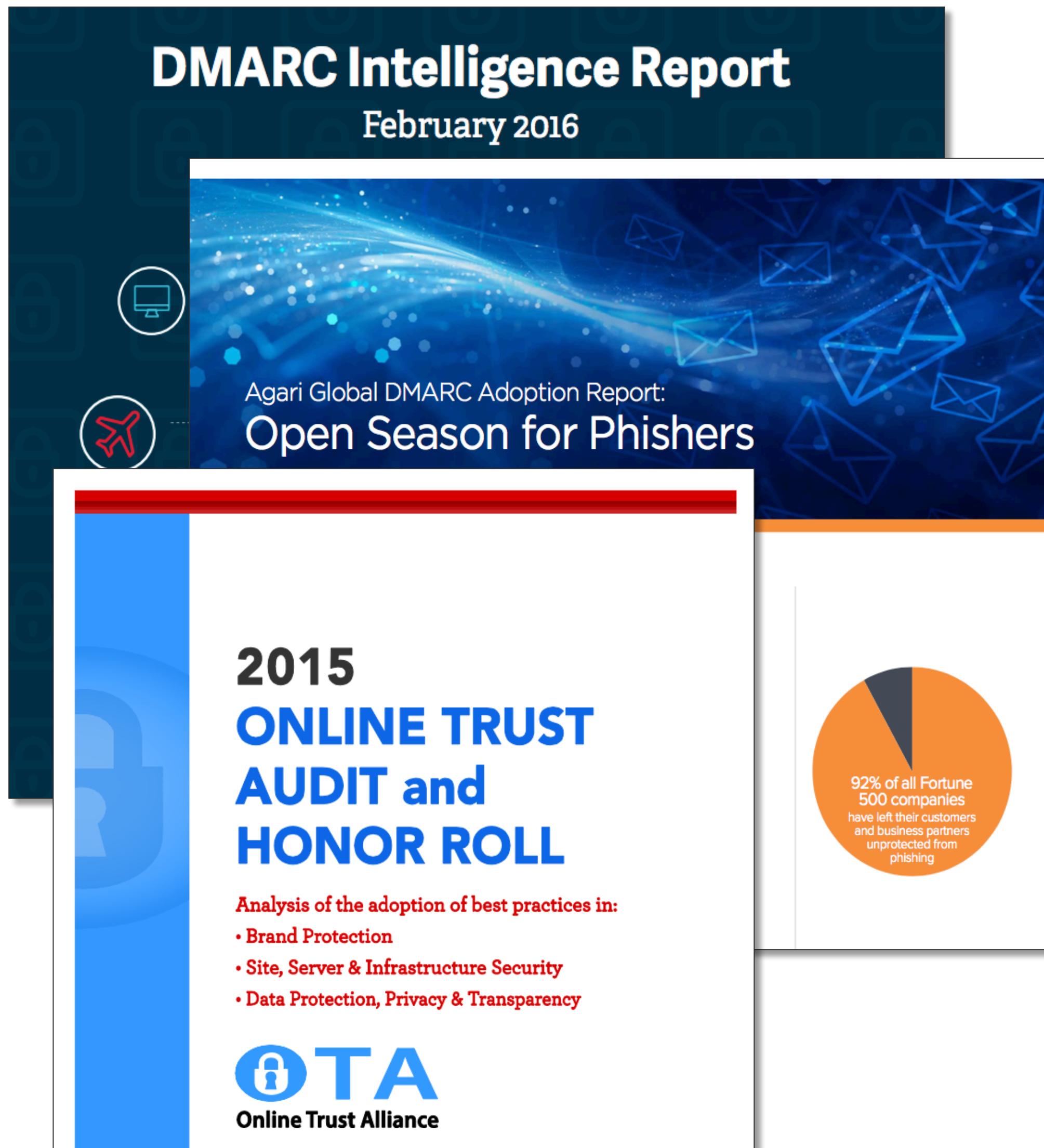
What happens next?

Q&A

Reports About Slow DMARC Adoption



Annual Email Security Reports



- Annual reports cited growing adoption for several years
- Email authentication featured by industry analysts
- Focus of reports shifting to publication of more stringent “reject” policies

Email Security Firms Focused On Reject

AGARI



“Protect your customers and brand by safely publishing DMARC reject policies.”

“Implementing a DMARC “reject” policy is still the best way to block phishing attacks”

“... they lack a reject or quarantine policy. Without enforcement, there’s no real protection.”

News Articles More Frequent



- Data breach
- Business Email Compromise
- Ransomware
- Email is the primary or most frequent vector for these attacks
- Industry and press increasingly desperate for solutions

What Are The Obstacles to DMARC Adoption?

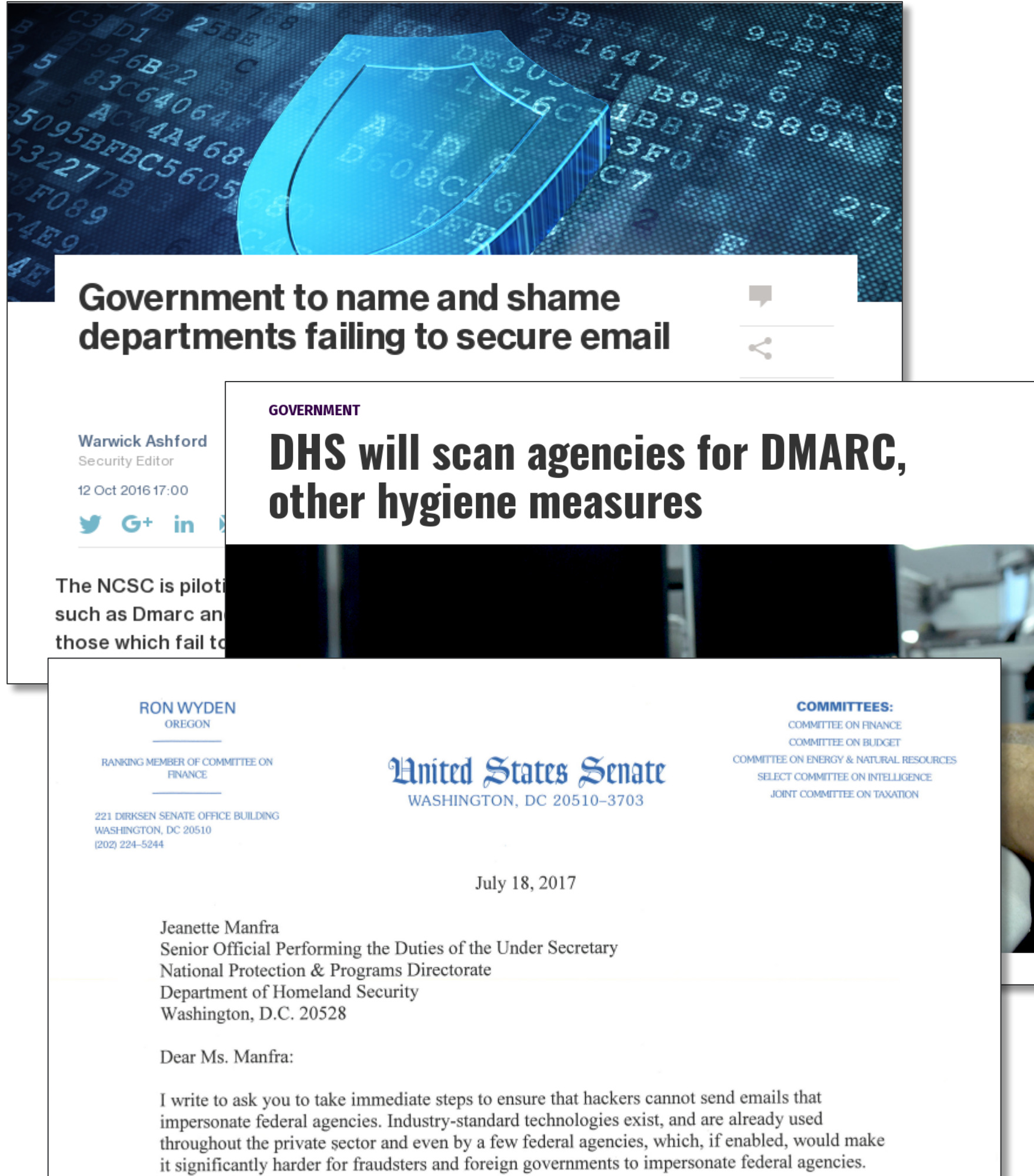
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Obstacles To Adoption

- Email operations often dispersed across departments, outsourced
- Email authentication requires coordination
- Email marketing drives revenue
- Cleanup expenses would increase budgets, lower profits
- Are my customers asking for it?
- Is there a penalty for not doing this?
- Does a relevant regulator or agency require this?
- Do my current vendors offer this?
- Do I have to find an expert?

What Happens Next?

Government Views Evolving



- Dutch, German agencies moved early
- US and Australian agencies follow
- UK sets national policy in late 2016
- FTC and NIST make strong recommendations
- Senator Wyden calls for government adoption
- DHS announces DMARC initiative

Q & A

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Thank You