



License To Send

Per essere sicuri che solo NOI
possiamo inviare mail
dal NOSTRO dominio
con i NOSTRI contenuti



AVAN
GATE
by ELOVADE ▲

SENDMARC



Andrea Orsucci - Benvenuti!





AGENDA

- Perché siamo qui
- Cenni tecnici
- Cenni commerciali
- Le opportunità
- FAQ
- Domande e risposte



SONDAGGIO



Problem

Why does DMARC exist in the first place?

The Email Problem

There is a fundamental security flaw in the way email was designed. 91% of cybercrimes initiated with email.



91%

Impersonation

Attackers can send email from your domain defrauding, staff, customers & suppliers

Delivery

Legitimate email often lands in Spam and false positives cause business disruption

Interception

An Email can be intercepted and changed without the recipient knowing

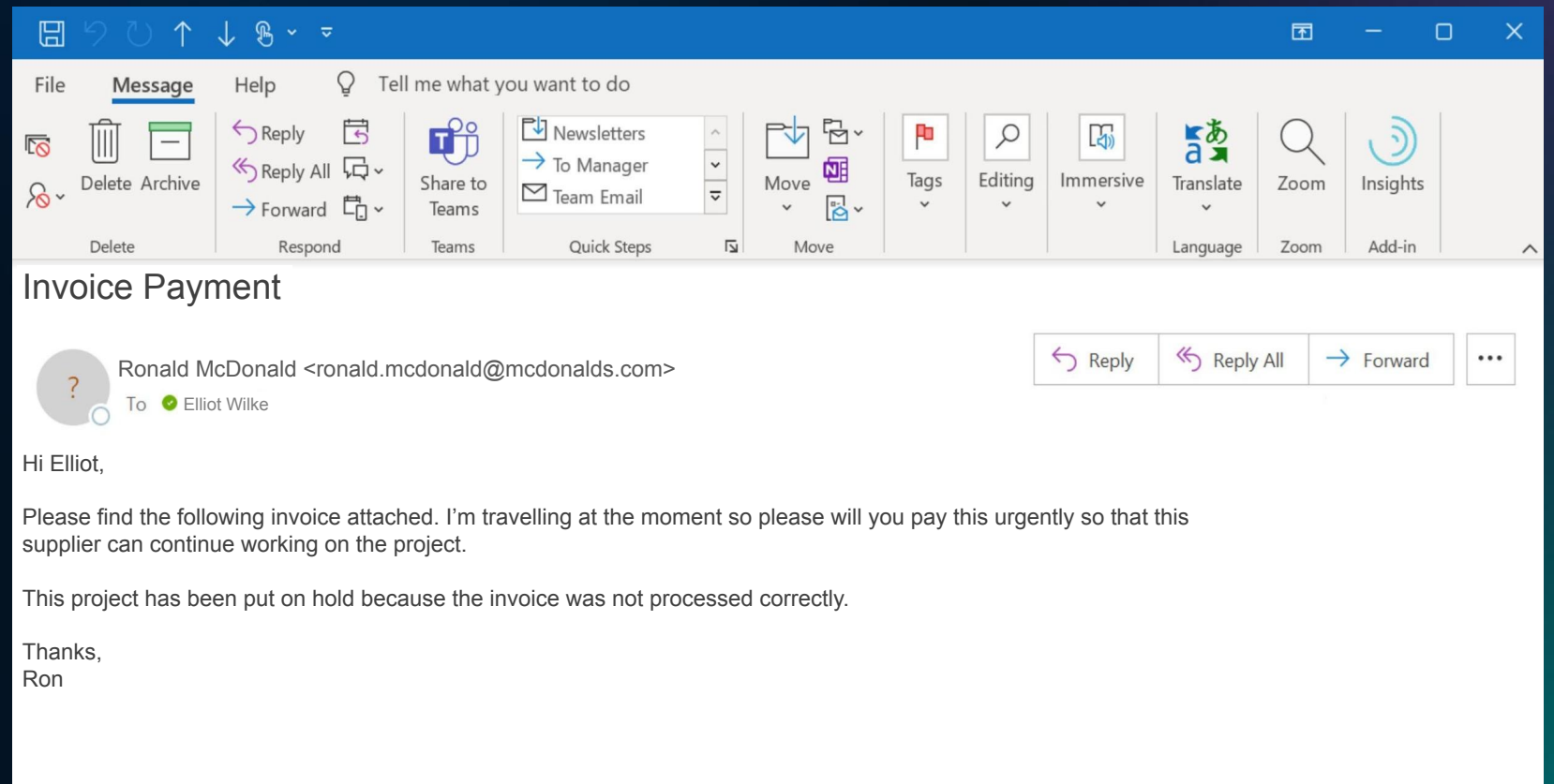
Visibility & Audit

Companies have no active visibility on which providers are sending email from their domain



Impersonation Example

Simulation of what an impersonation email looks like when sent by a cyber-criminal using your domain.




Impersonation Example

Simulation of what an impersonation email looks like when sent by a cyber-criminal using your domain.

<https://www.libero.it/tecnologia/truffa-ceo-cosa-e-come-funziona-115124>

Caterina Damiano
GIORNALISTA



123rf

È molto diversa da un attacco informatico e, in qualche modo, è persino più subdola: la **truffa del Ceo**, nota anche come **truffa del capo** o Bec (da *Business Email Compromise*) è infatti una manipolazione mirata che **sfrutta fiducia, urgenza e gerarchie aziendali**.

Fino a pochi anni fa era una delle **frodi più diffuse al mondo** e, purtroppo, di recente è tornata in auge. La sua caratteristica principale? Colpisce direttamente le persone, inducendole a compiere **azioni apparentemente legittime**.

1. Che cos'è e come funziona la truffa del Ceo?
2. Le possibili richieste del finto Ceo
3. Come si riconosce questa truffa?
4. Come evitarla?

The Damage



Deposit Fraud

Incorrect bank details are falsely associated with a transaction and attackers redirect the money



Ransomware Distribution

Users & staff are lured into installing ransomware from a legitimate looking email



Identity Theft

Users are tricked into leaking their identity to an attacker



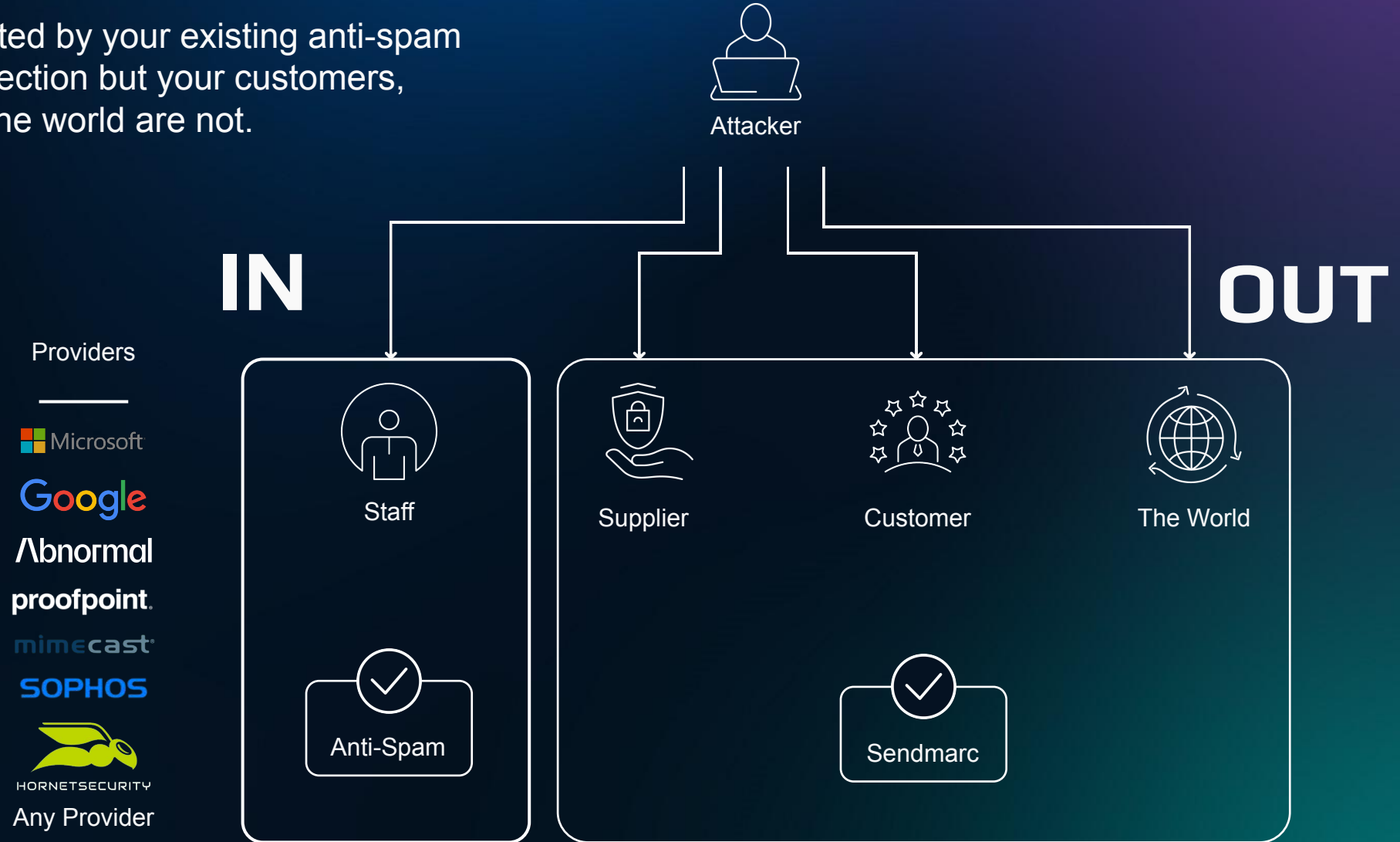
Reputation Damage

Fraud on a company's behalf causes immense brand damage & financial losses



Existing Protection

Your staff might be protected by your existing anti-spam provider or perimeter protection but your customers, suppliers and the rest of the world are not.



The Solution: DMARC

The global security standard for email



Impersonation

Forces a whitelist of IP addresses that are authorized to send emails from your domain (SPF)



Interception

Every email carries a cryptographic signature to ensure anti-tampering (DKIM)



Delivery

Legitimate email is delivered successfully more often because servers can tell that you're a trusted sender



Visibility / Audit

Domain owners can now get a consolidated, global visibility of every sender- both good and bad, then take action

Global Security Standard

AGARI

AMERICAN GREETINGS

Aol.



Bank of America



CLOUDMARK



Microsoft

eCert

E-CERTIFICATION PLATFORM

facebook

Fidelity INVESTMENTS

Google

Gmail



AAWG

LinkedIn

yahoo!



ubuntu

Return Path

Technology



DMARC

Domain-Based Message Authentication, Reporting and Conformance

An encompassing policy that provides data analytics and enforcement across SPF and DKIM.



DKIM

DomainKeys Identified Mail

A cryptographic signature that verifies the authenticity and integrity of an email, preventing interception during transit.



SPF

Sender Policy Framework

A list of certified servers that are authorized to send email from your domain.

DMARC Configuration

3 policy levels.

1

P=none

No action is taken, messages remain unexamined.

2

P=quarantine

This policy moves suspicious emails to the Junk folder for review.

3

P=reject

DMARC rejects emails that fail authentication and don't come from your infrastructure.

Journey to Protection with DMARC

Phase 1

Analysis



Configure DNS

1



Enable reporting

2



Analyze data

3

Phase 2

Implementation



Project plan

4



Certify senders

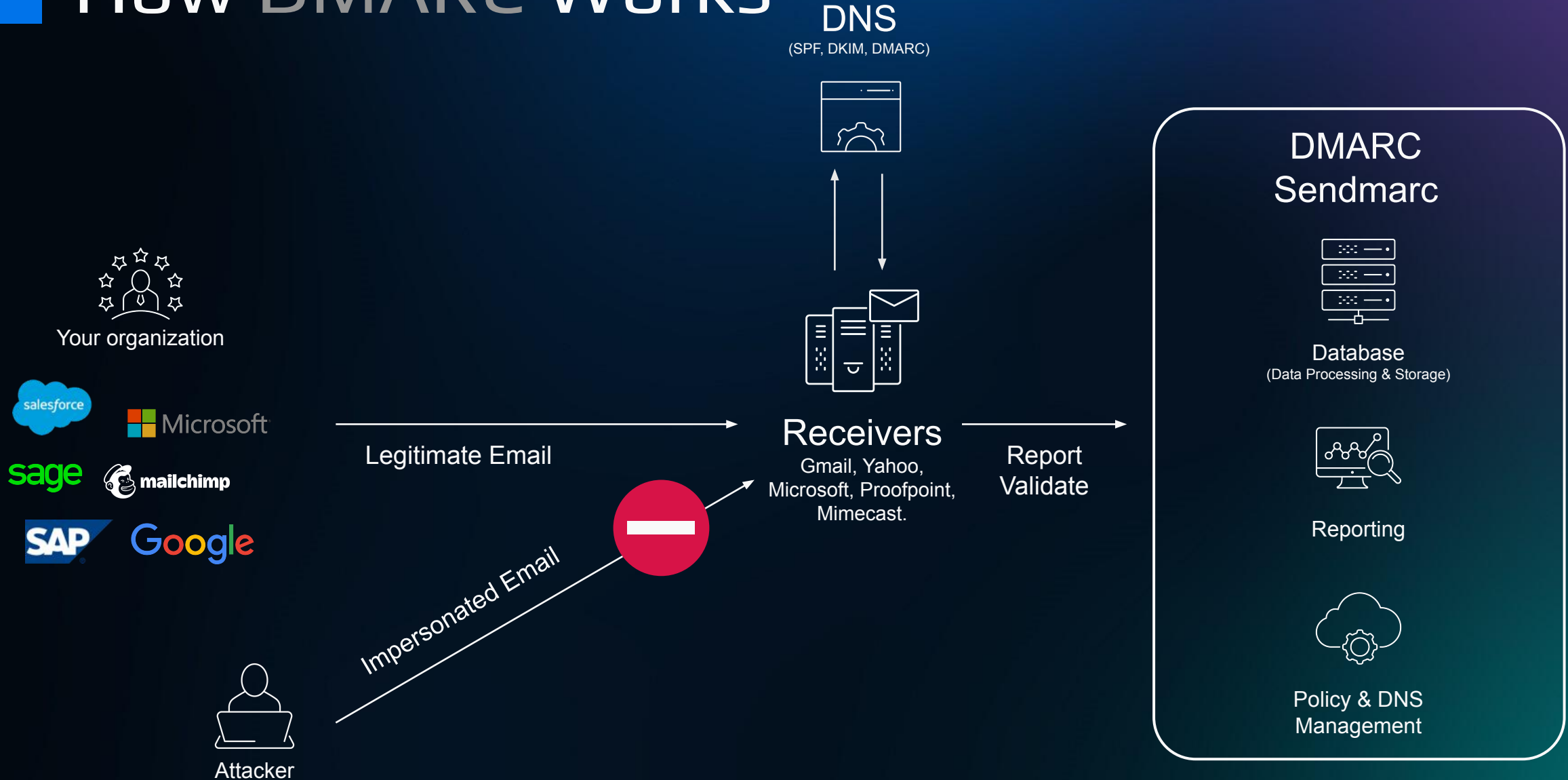
5



Enable protection

6

How DMARC Works



DMARC

Example Report

```
1 <?xml version="1.0" encoding="UTF-8" ?>
2 <feedback>
3   <report_metadata>
4     <org_name>google.com</org_name>
5     <email>noreply-dmarc-support@google.com</email>
6     <extra_contact_info>https://support.google.com/a/answer/2466580</extra_contact_info>
7     <report_id>10918413264457579247</report_id>
8     <date_range>
9       <begin>1517184000</begin>
10      <end>1517270399</end>
11    </date_range>
12  </report_metadata>
13  <policy_published>
14    <domain>example.com</domain>
15    <adkim>r</adkim>
16    <aspf>r</aspf>
17    <p>none</p>
18    <sp>none</sp>
19    <pct>100</pct>
20  </policy_published>
21  <record>
22    <row>
23      <source_ip>209.85.220.41</source_ip>
24      <count>1</count>
25      <policy_evaluated>
26        <disposition>none</disposition>
27        <dkim>fail</dkim>
28        <spf>pass</spf>
29      </policy_evaluated>
30    </row>
31    <identifiers>
32      <header_from>example.com</header_from>
33    </identifiers>
34    <auth_results>
35      <dkim>
36        <domain>example-com.20150623.gappssmtp.com</domain>
37        <result>pass</result>
38        <selector>20150623</selector>
39      </dkim>
```

DMARC

Google Best Practice
Recommendation

Get help from a 3rd-party service (recommended)

Reports can be difficult to read and interpret in raw format. We recommend using a third-party service that specializes in DMARC to receive, store, and analyze your reports:

- Depending on your mail volume, it's possible to get many reports each day, up to hundreds. Several factors determine the number of reports you get, including: how many servers you send to, how much mail you send, and the reporting options specified in your DMARC policy record.
- Without a third-party service, you might need to create a dedicated Group or mailbox to receive and store the reports.
- Third-party services can combine individual reports.
- Third-party services can analyze aggregated reports, and provide feedback to you about how effective your DMARC record is.

[Google Workspace Admin Support](#)



SELLING POINTS



PERCHE' SENDMARC !?

Il modo in cui Sendmarc presenta i dati DMARC è nettamente superiore rispetto alla concorrenza, fornendo informazioni critiche ma al tempo stesso dettagliate per garantire che i domini dei tuoi clienti possano arrivare a $p=reject$.

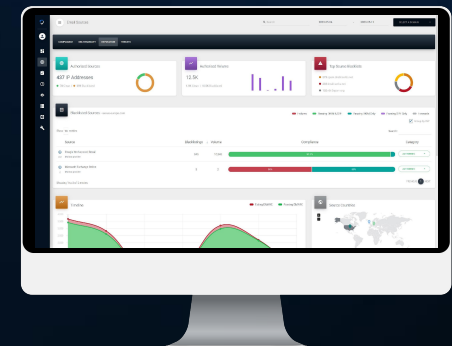
Inoltre, l'offerta semplice e chiara di servizio (anche gestito) consente di delegare la responsabilità di rendere completamente protetti i domini dei clienti, permettendo al tuo team di concentrarsi sul proprio lavoro senza essere distratto dall'ennesimo fornitore...

Impostazioni iniziali e monitoraggio continuo opponibile a terzi



PERCHE' SENDMARC !?

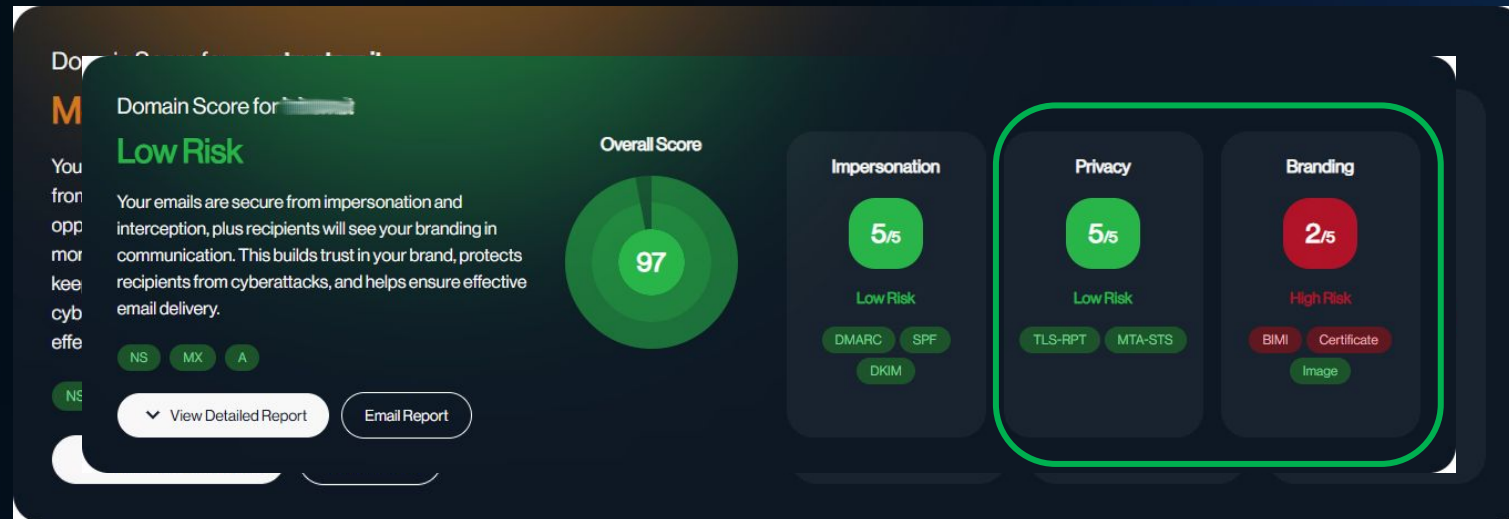
...Il punto di forza principale di Sendmarc, tuttavia, è il supporto alle attività di vendita e marketing. Grazie all'accesso al "Partner Portal", è possibile individuare facilmente le opportunità, comprendere quale debba essere il messaggio di vendita e sfruttare strumenti commerciali fondamentali come lo storico DMARC del dominio, i fornitori DMARC già in uso e lo strumento di impersonificazione, che consente di dimostrare in tempo reale la necessità del DMARC impersonando il dominio reale del cliente.





Cosa si ottiene con SENDMARC?

Un esempio concreto! Un partner operativo





Microsoft, Google & Yahoo

Announce stricter requirements for senders from April 2025



Recent Changes

2024 was DMARC's biggest year.
2025 is shaping up to be just as big, with pressures from multiple directions.
2026 is even stronger

Microsoft Joins DMARC Brigade

Microsoft recently announced that anyone who sends 5k emails per day needs to have DMARC.

Third Party Contracts

Increase in demand for DMARC set to p=reject to be an approved supplier.

NIS2 and DORA

DMARC not specifically mentioned but can be used for compliance.

Cyber Insurance

Increase in cyber insurance questionnaires mentioning DMARC.



The Future of DMARC



Kieran Frost
COO | Sendmarc

Prediction #1

Cybercriminals will begin targeting businesses sending under 5 000 emails per day

Prediction #2

Google, Yahoo, and Microsoft will lower the threshold to increase protection

The Future of DMARC

Domande frequenti sulle linee guida per i mittenti delle email

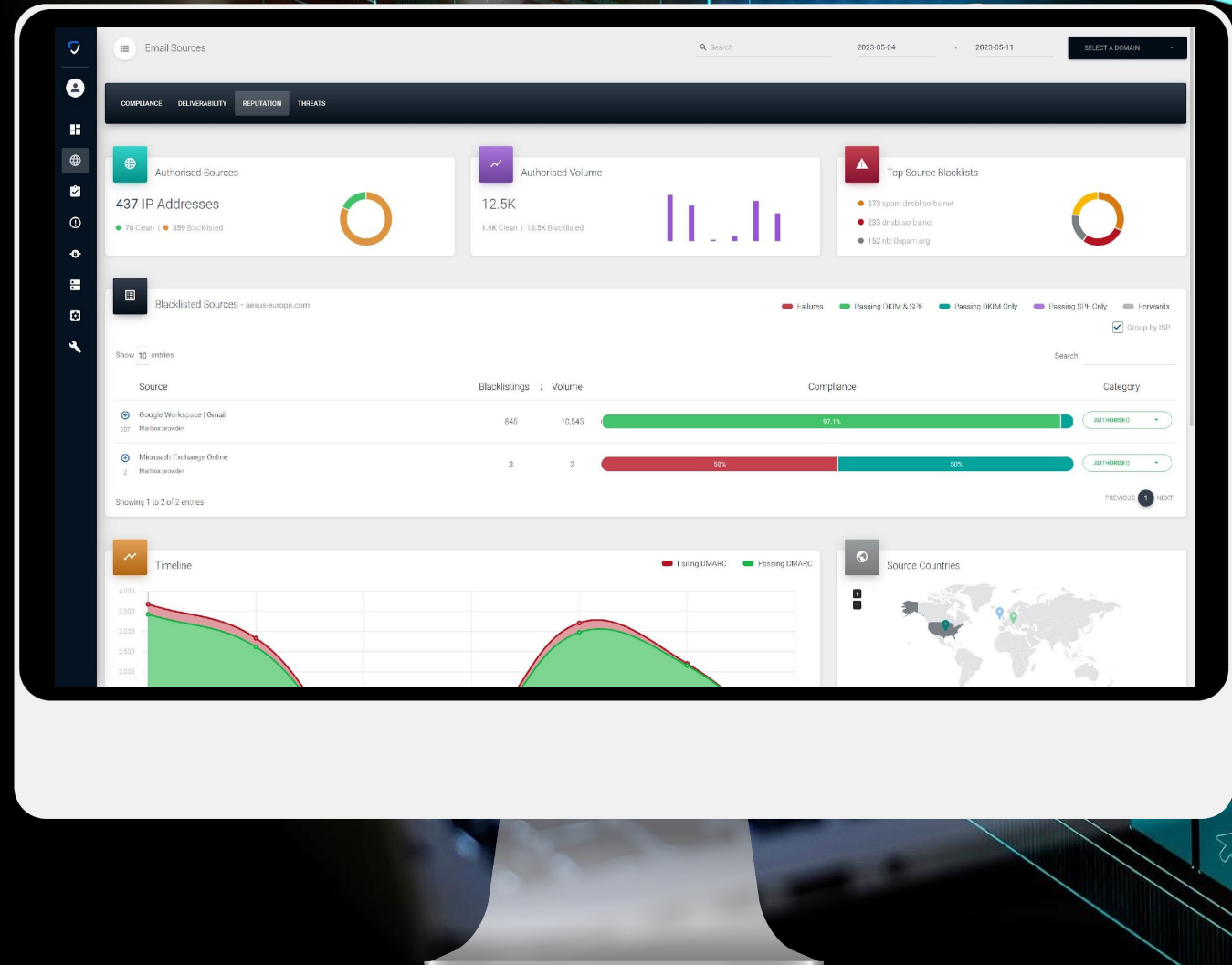
⚠️ Importante: a partire da febbraio 2024, Gmail richiederà ai mittenti che inviano 5000 o più messaggi al giorno agli account Gmail di autenticare le email in uscita, di evitare di inviare email indesiderate o non richieste e di semplificare l'annullamento dell'iscrizione da parte dei destinatari. [Scopri di più sui requisiti per l'invio di 5000 o più email al giorno.](#)

⚠️ A partire da novembre 2025, Gmail intensificherà l'applicazione delle norme sul traffico non conforme. I messaggi che non soddisfano i requisiti per i mittenti email subiranno interruzioni, inclusi rifiuti temporanei e permanenti.

Platform: Management

- Leading MSP-centric DMARC management platform

- ✓ Multi-tenant
- ✓ Co-branded
- ✓ Automated DNS tasks
- ✓ Alerts, notifications and integrations
- ✓ Task management, 1-click deployment



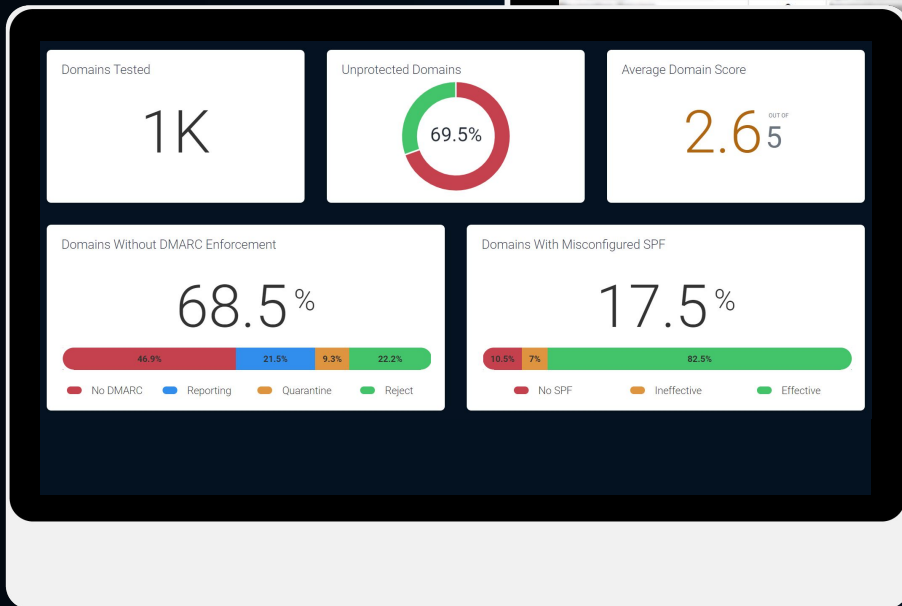
Opportunity Analysis

- Uncover the potential opportunities and revenue within your existing base



SENDMARC Package Pricing Opportunity Report \$ 214,335.00

Organisation			Domain Analysis		Premium Programme Revenue				VIT ARR	
Company Name	Total Seats	Domain	Domain Score	Approach	Platform	SLA	MRR	ARR	Sendmarc SLA	VIT SLA
			\$		\$	\$	\$	\$	\$	\$
			16,670.50		7,144.50		23,815.00		285,780.00	
									71,445.00	\$0.25
	307		2	Go Get Em	\$ 537.25	\$ 230.25	\$ 767.50	\$ 9,210.00	\$ 2,302.50	25%
	74		2	Go Get Em	\$ 129.50	\$ 55.50	\$ 185.00	\$ 2,220.00	\$ 555.00	25%
	129		2	Go Get Em	\$ 225.75	\$ 96.75	\$ 322.50	\$ 3,870.00	\$ 967.50	25%
	99		2	Go Get Em	\$ 173.25	\$ 74.25	\$ 247.50	\$ 2,970.00	\$ 742.50	25%
	200		2	Go Get Em	\$ 350.00	\$ 150.00	\$ 500.00	\$ 6,000.00	\$ 1,500.00	25%
	139		2	Go Get Em	\$ 243.25	\$ 104.25	\$ 347.50	\$ 4,170.00	\$ 1,042.50	25%
	16		2	Go Get Em	\$ 28.00	\$ 12.00	\$ 40.00	\$ 480.00	\$ 120.00	25%
	70		0	Go Get Em	\$ 122.50	\$ 52.50	\$ 175.00	\$ 2,100.00	\$ 525.00	25%
	29		2	Go Get Em	\$ 50.75	\$ 21.75	\$ 72.50	\$ 870.00	\$ 217.50	25%
	124		4	Opportunity May Exist	\$ 217.00	\$ 93.00	\$ 310.00	\$ 3,720.00	\$ 930.00	25%
			2	Go Get Em	\$ 10.50	\$ 4.50	\$ 15.00	\$ 180.00	\$ 45.00	25%
			2	Go Get Em	\$ 26.25	\$ 11.25	\$ 37.50	\$ 450.00	\$ 112.50	25%
			3	Go Get Em	\$ 222.25	\$ 95.25	\$ 317.50	\$ 3,810.00	\$ 952.50	25%
			2	Go Get Em	\$ 36.75	\$ 15.75	\$ 52.50	\$ 630.00	\$ 157.50	25%
			3	Go Get Em	\$ 108.50	\$ 46.50	\$ 155.00	\$ 1,860.00	\$ 465.00	25%
			2	Go Get Em	\$ 17.50	\$ 7.50	\$ 25.00	\$ 300.00	\$ 75.00	25%
			4	Opportunity May Exist	\$ 304.50	\$ 130.50	\$ 435.00	\$ 5,220.00	\$ 1,305.00	25%
			0	Go Get Em	\$ 498.75	\$ 213.75	\$ 712.50	\$ 8,550.00	\$ 2,137.50	25%
			2	Go Get Em	\$ 22.75	\$ 9.75	\$ 32.50	\$ 390.00	\$ 97.50	25%
			2	Go Get Em	\$ 17.50	\$ 7.50	\$ 25.00	\$ 300.00	\$ 75.00	25%
			2	Go Get Em	\$ 31.50	\$ 13.50	\$ 45.00	\$ 540.00	\$ 135.00	25%
			2	Go Get Em	\$ 98.00	\$ 42.00	\$ 140.00	\$ 1,680.00	\$ 420.00	25%
			3	Go Get Em	\$ 740.25	\$ 317.25	\$ 1,057.50	\$ 12,690.00	\$ 3,172.50	25%
			2	Go Get Em	\$ 26.25	\$ 11.25	\$ 37.50	\$ 450.00	\$ 112.50	25%
			2	Go Get Em	\$ 50.75	\$ 21.75	\$ 72.50	\$ 870.00	\$ 217.50	25%
			2	Go Get Em	\$ 406.00	\$ 174.00	\$ 580.00	\$ 6,960.00	\$ 1,740.00	25%
			2	Go Get Em	\$ 1,151.50	\$ 493.50	\$ 1,645.00	\$ 19,740.00	\$ 4,935.00	25%
			2	Go Get Em	\$ 409.50	\$ 175.50	\$ 585.00	\$ 7,020.00	\$ 1,755.00	25%
			2	Go Get Em	\$ 451.50	\$ 193.50	\$ 645.00	\$ 7,740.00	\$ 1,935.00	25%
			1	Go Get Em	\$ 152.25	\$ 65.25	\$ 217.50	\$ 2,610.00	\$ 652.50	25%
			2	Go Get Em	\$ 59.50	\$ 25.50	\$ 85.00	\$ 1,020.00	\$ 255.00	25%
			2	Go Get Em	\$ 38.50	\$ 16.50	\$ 55.00	\$ 660.00	\$ 165.00	25%
			1	Go Get Em	\$ 182.00	\$ 78.00	\$ 260.00	\$ 3,120.00	\$ 780.00	25%
			2	Go Get Em	\$ 89.25	\$ 38.25	\$ 127.50	\$ 1,530.00	\$ 382.50	25%
			2	Go Get Em	\$ 215.25	\$ 92.25	\$ 307.50	\$ 3,690.00	\$ 918.75	25%



Report Currency: USD

Income Statement

REVENUE	Units	Price	Sub-Total	Total
On Demand Platform			\$	\$
Domain Count	-	-	-	-
Domain SLA	-	-	-	-
Premium Platform (Monthly)			\$	\$
Professional	-	59	-	-
Professional+	1	99	-	-
Business	2	199	-	-
Business+	2	349	-	-
Enterprise	16	549	-	-
Enterprise+	-	-	1,049	-
Custom	-	-	-	-
Premium SLA (Monthly)			\$	\$
Professional	-	-	-	-
Business	2	-	-	-
Enterprise	16	-	-	-
Custom	-	-	-	-
Total Sales: Monthly			\$	\$
Total Sales: Annual			\$	\$

COST OF SALE with Sendmarc SLA	
On Demand (Monthly)	-
Premium Platform (Monthly)	-
Premium SLA (Monthly)	18 30%
Cost of Sales: Monthly	\$
Cost of Sales: Annual	\$
INCOME with Sendmarc SLA	
Net Income: Monthly	USD \$
Net Income: Annual	USD \$

COST OF SALE with Partner SLA	
On Demand (Monthly)	-
Premium Platform (Monthly)	16 30%
Premium SLA (Monthly)	18 100%
Cost of Sales: Monthly	\$
Cost of Sales: Annual	\$
INCOME with Partner SLA	
Net Income: Monthly	\$
Net Income: Annual	\$



DEMO

Pricelist

Pcode	Product	Licence Type	User Count	Subscription Type	Unit Price - Partner
PDOD	MSP Self Service	Per Domain	0-150	Monthly	€ 14,00
PUPM-100	PUPM - Elovade Managed Service	Per User, Per Organisation	1 - 100	Monthly	€ 1,65
PUPM-250	PUPM - Elovade Managed Service	Per User, Per Organisation	101 - 250	Monthly	€ 1,55
PUPM-500	PUPM - Elovade Managed Service	Per User, Per Organisation	251 - 500	Monthly	€ 1,45
PUPM-1000	PUPM - Elovade Managed Service	Per User, Per Organisation	501 - 1000	Monthly	€ 1,35
PUPY-100	PUPM - Elovade Managed Service	Per User, Per Organisation	1 - 100	Annual	€ 19,80
PUPY-250	PUPM - Elovade Managed Service	Per User, Per Organisation	101 - 250	Annual	€ 18,60
PUPY-500	PUPM - Elovade Managed Service	Per User, Per Organisation	251 - 500	Annual	€ 17,40
PUPY-1000	PUPM - Elovade Managed Service	Per User, Per Organisation	501 - 1000	Annual	€ 16,20



1 utente billable = 1 mailbox

Commitment annuale e fatturazione mensile o annuale



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FAQ

- ❑ Opportunità: analisi domini: lavoriamo per voi!
- ❑ Tools “pubblici” per (rap)presentare l’esigenza
- ❑ Scegliere il modello - conteggio domini/email/organizations
- ❑ Operazioni durante il periodo di validità
- ❑ Eventuali cambi di prezzo - commitment
- ❑ Microsoft 365?
- ❑ Tipo cliente ideale?

Risorse AVANGATE/ELOVADE



sendmarc@avangate.it



<https://supporto.avangate.it> -> “APRI UN TICKET” (Richiede registrazione)



+39 02 31059294

Risorse SENDMARC

- ❑ <https://tools.sendmarc.com/>
- ❑ <https://sendmarc.com/partners/>
- ❑ <https://help.sendmarc.com/portal-guides>

Q&A



A VOI LA PAROLA!

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GATE
by ELOVADE ▲

SENDMARC



Grazie!

Andrea Orsucci

