



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

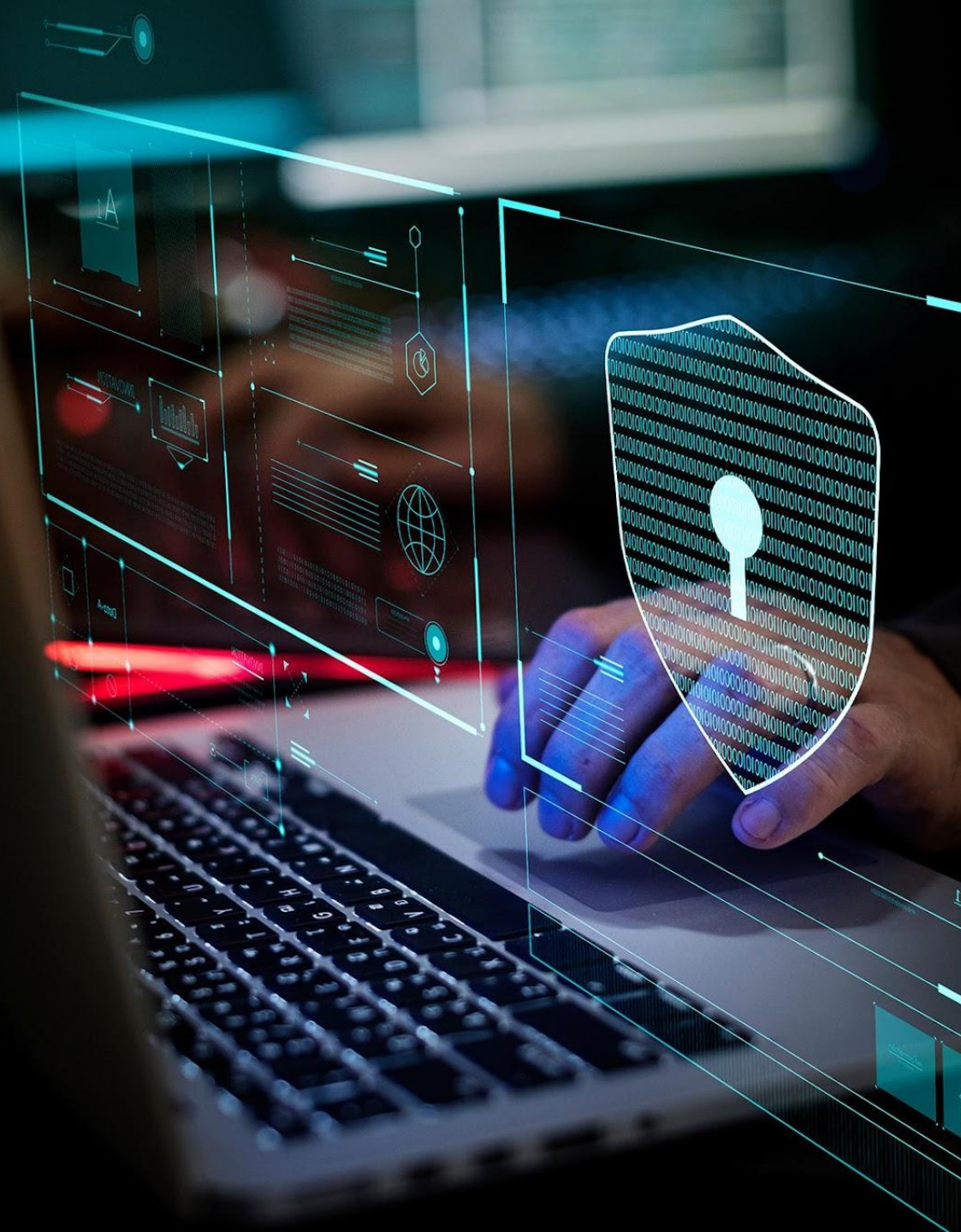
Legitimate email often lands in Spam and false positives cause business disruption

## Interception

An Email can be intercepted and changed without the recipient knowing

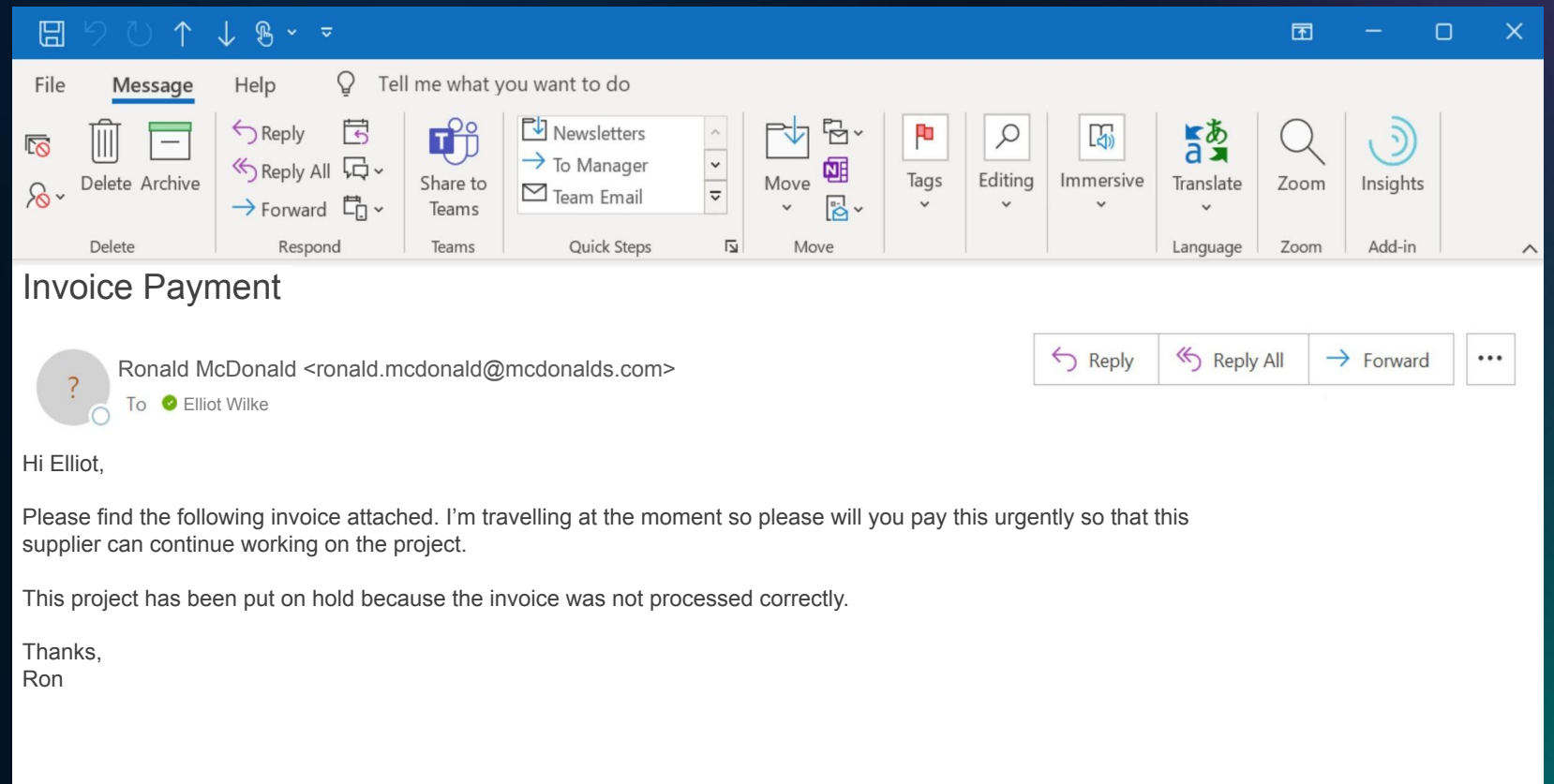
## Visibility & Audit

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

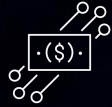


# Impersonation Example

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



# 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



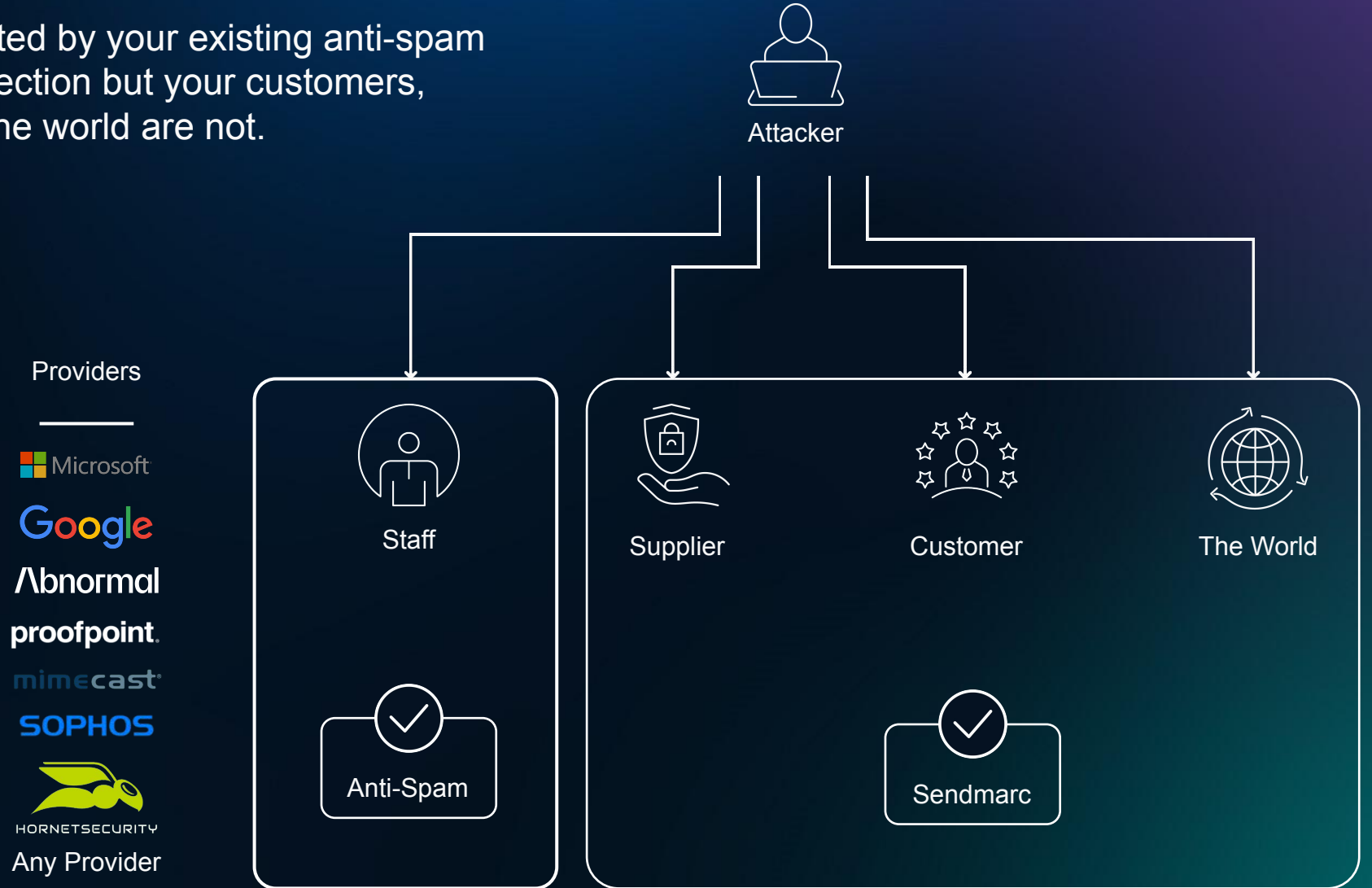
## Reputation Damage

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



MAAWG

LinkedIn

yahoo!



SpamAssassin

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

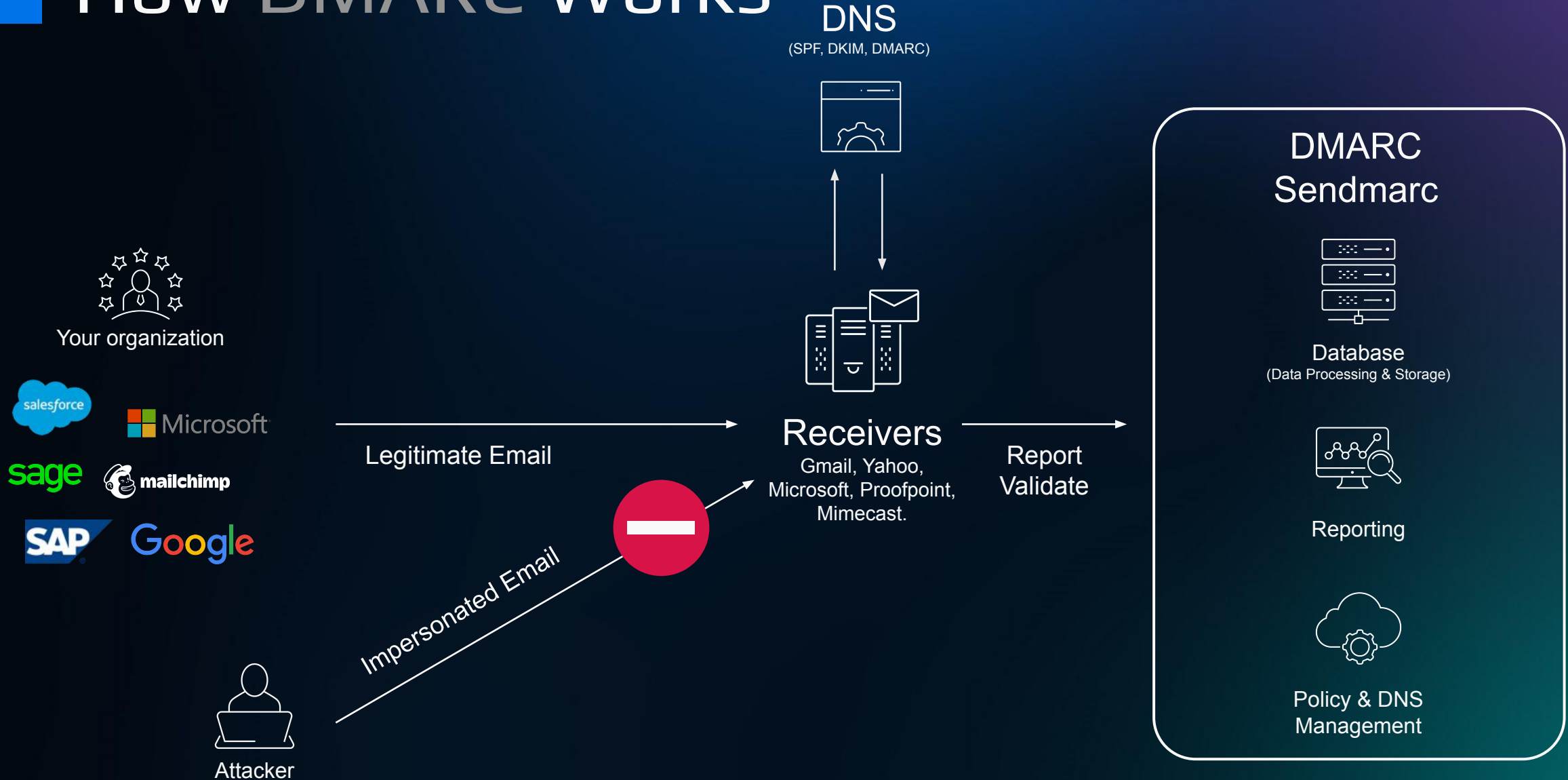
5



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



# 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.

## Microsoft Joins DMARC Brigade

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

## Third Party Contracts

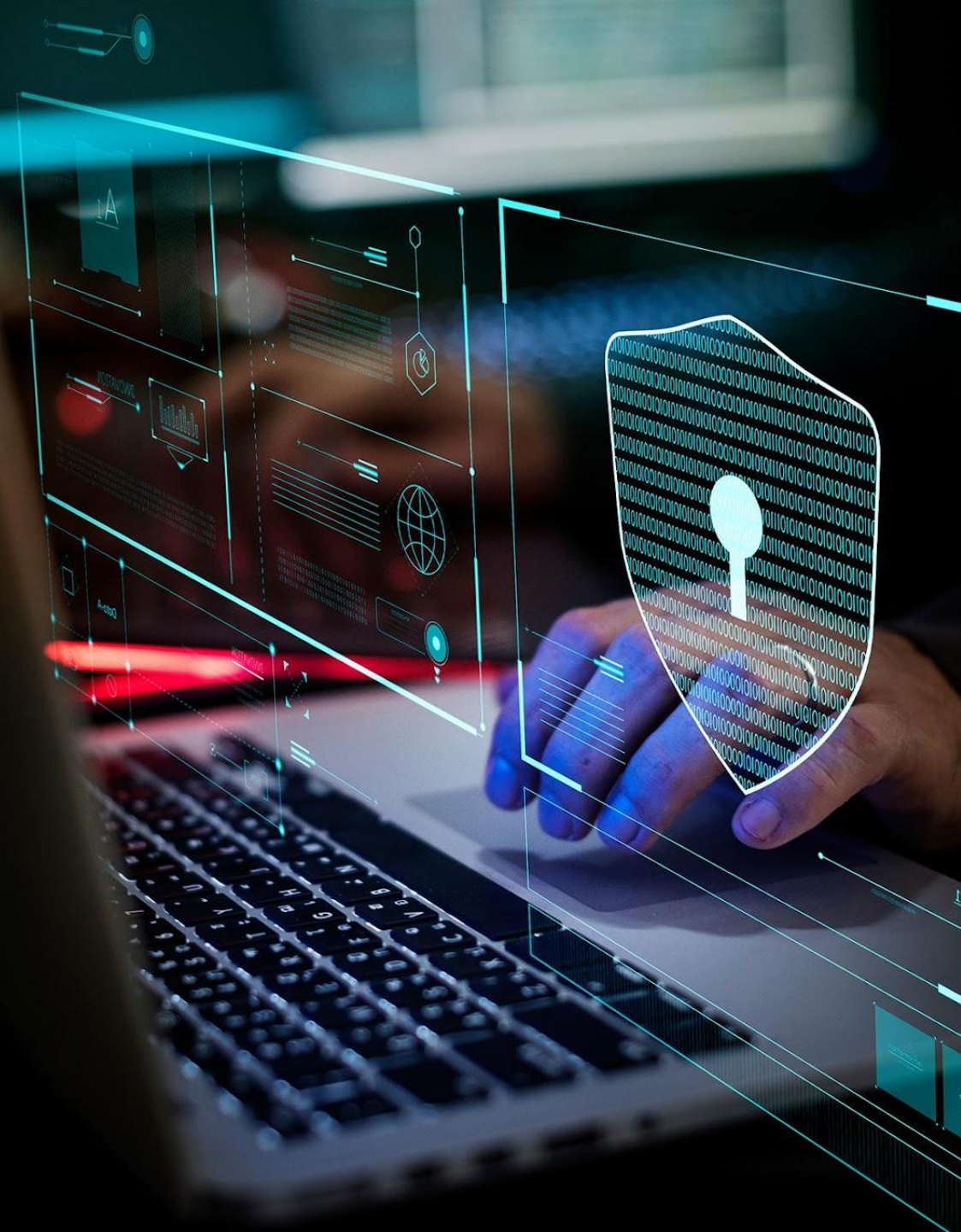
Increase in demand for DMARC set to p=reject to be an approved supplier.

## 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

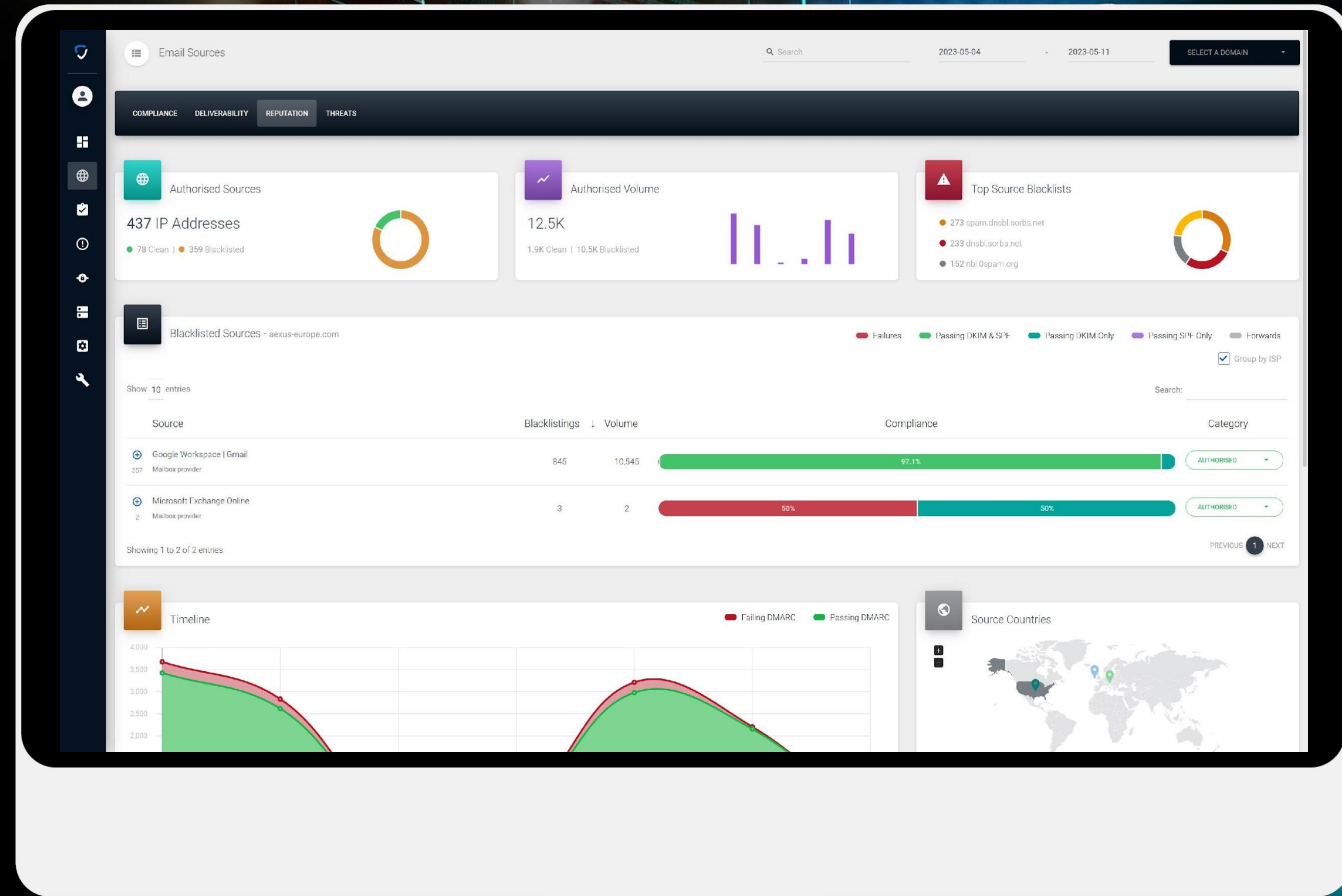
**⚠ Importante:** a partire da febbraio 2024, Gmail richiederà ai mittenti che inviano 5000 o più messaggi al giorno agli account Gmail di autenticare le email in uscita, di evitare di inviare email indesiderate o non richieste e di semplificare l'annullamento dell'iscrizione da parte dei destinatari.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





**DEMO**

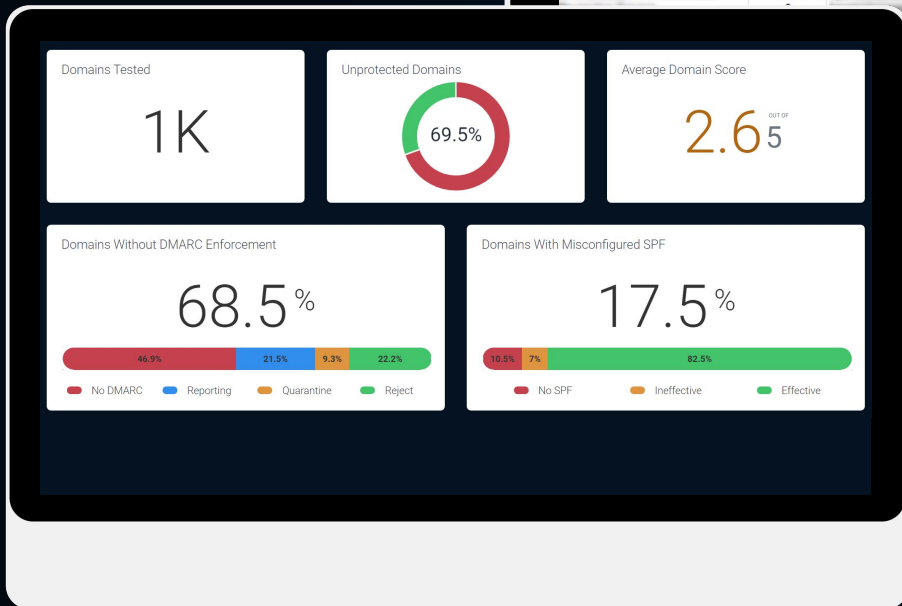
# Opportunity Analysis

- 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	\$ 96.25	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	\$

# 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



# SONDAGGIO

# FAQ

- ✓ Opportunità
- ✓ Tools “pubblici” per (rap)presentare l’esigenza
- ✓ Scegliere il modello - conteggio domini/email/organizations

# Risorse AVANGATE/ELOVADE



[sendmarc@avangate.it](mailto:sendmarc@avangate.it)



<https://supporto.avangate.it> -> "APRI UN TICKET"



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# Risorse SENDMARC



<https://tools.sendmarc.com/>



<https://sendmarc.com/partners/>



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

# Q&A



A VOI LA PAROLA!



Grazie!

Andrea Orsucci

