



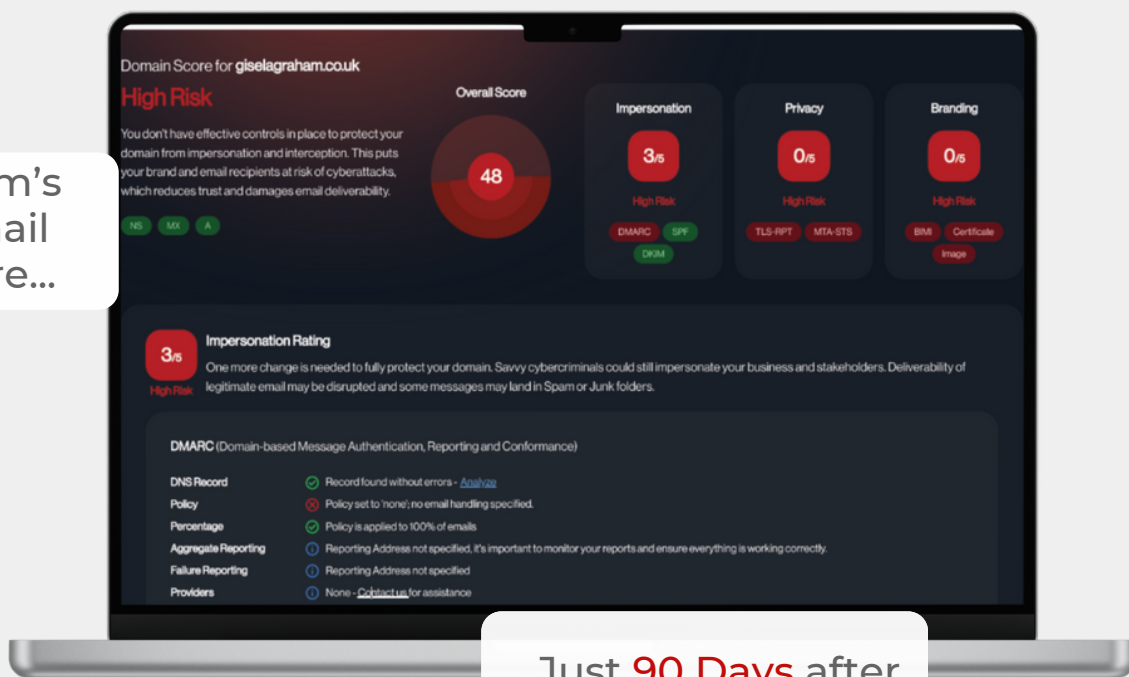
GISELA GRAHAM

LONDON

- SENDMARC CASE STUDY -



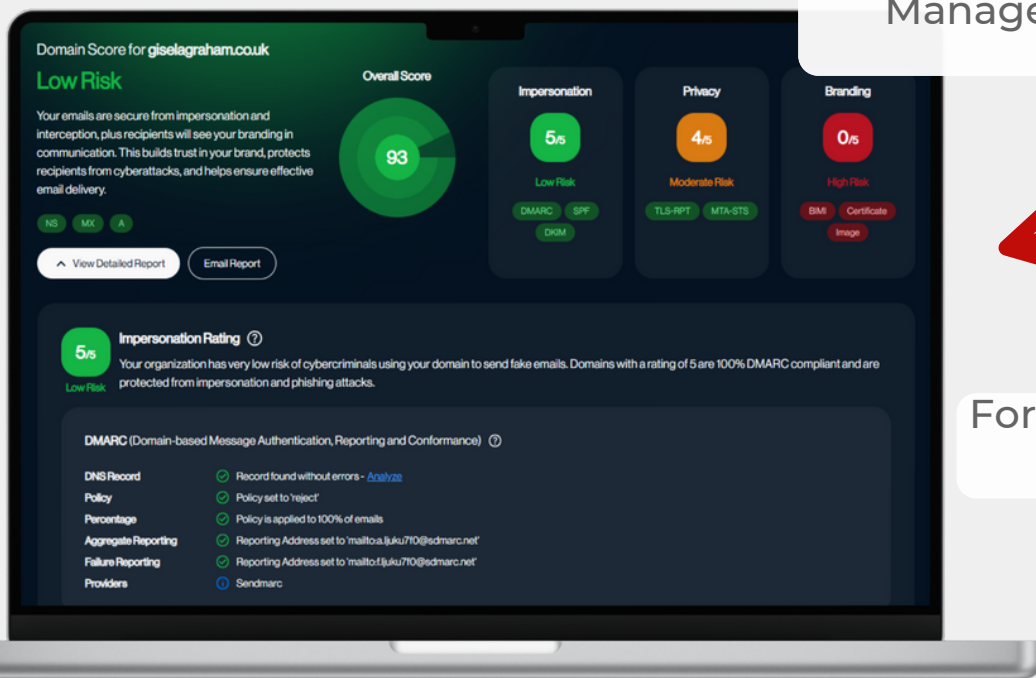
Gisela Graham's
Previous Email
Domain Score...



...Just **90 Days** after
Implementing
Sendmarcs Security
Management



For only **£1.66** per user
per month



Nick Clapham, Managing Director

Contact us today ...

www.virtueuk.com 0208 145 8800 info@virtueuk.com



THE CLIENT

INDUSTRY: Wholesale Distribution & Retail

REVENUE: £16.4m

TEAM SIZE: 65

LOCATION: Walworth, London

THE SITUATION

In today's digital world, email remains essential to personal and professional communication. But it's also a prime target for cybercriminals due to its design flaw, which lets cybercriminals send emails impersonating trusted senders.

Domain-based Message Authentication, Reporting, and Conformance (DMARC) is a global email authentication standard that verifies the source of outbound emails and makes sure only real emails ever reach an inbox. It's backed by global email giants like Google, Yahoo, and Microsoft, as well as the UK government.

Gisela Graham Ltd (Gisela Graham), like many other organisations in the UK, were aware of DMARC but had implemented the minimal necessary for regulatory purposes. Discussions with Gisela Graham's IT Director, Graeme Moody, highlighted the need to proactively improve the organisation's security posture given the rapidly evolving regulatory compliance requirements and exposure to email spoofing.

HOW DID WE HELP?



Working in collaboration with Sendmarc and Gisela Graham, VirtueUK implemented Sendmarc's Premium Management Platform

- Improvement of Gisela Graham's Domain Score from 48 to 93 (out of 100) within 90 days.
- Transition of DMARC setting from "None" -> "Quarantine" -> "Reject" ensuring only authenticated emails are delivered from Gisela Graham's domain. Implemented a reporting address for monitoring.
- Implemented a corrected SPF (Sender Policy Framework) DNS record to improve email security and reduce Lookups from 10 (the limit without affecting email delivery) to 5.
- Implemented MTA-STS (Mail Transfer Agents - Strict Transport Security) and TLS-RPT (Transport Layer Security Reporting) to ensure Gisela Graham's domain has strong encryption standards and reports are provided on how well these are being upheld.
- Ongoing management from Sendmarc to ensure a reduced security exposure continues to be maintained.

WHAT'S NEXT?

Gisela Graham delivers c. 5000 marketing emails per month to various retail customers and wholesale distribution partners. Implementation of BIMi (Brand Indicators for Message Identification) will build on Gisela Graham's improvements in DMARC, SPF and DKIM by displaying a brand logo directly in

recipients' inboxes. This visual cue will immediately confirm to recipients that the email is genuinely from Gisela Graham and hasn't been tampered with. This ensures a secure and trustworthy email experience for Gisela Graham's customers.

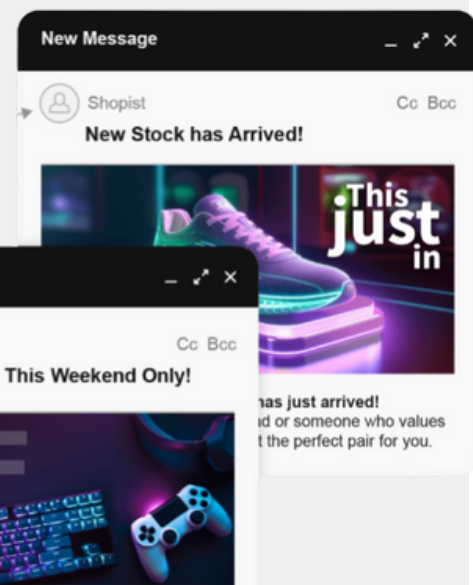
BIMi requires purchase of a Verified Mark Certificate (VMC) license per domain.

Example of BIMi

**QUOTE FROM
GISELA
GRAHAM**

"Given the relatively modest investment, Sendmarc was a "no-brainer" for Gisela Graham from a security perspective given email continues to be the primary attack vector for cyberattacks."

Graeme Moody, IT Director Gisela Graham Ltd



**GISELA
GRAHAM**
LONDON



Contact us today ...

Nick Clapham, Managing Director



SCAN ME

