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Other solutions seemed overly complicated. Valimail offered a straightforward setup and configuration, with the added benefit of unlimited SPF lookup.

**Dennis Perry** | Australian Labor Party CTO for Special Projects

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# THE AUSTRALIAN LABOR PARTY'S BATTLE AGAINST PHISHING:

## a story of resilience and victory

### BACKGROUND:

**Election battlegrounds to cyber frontiers: The Australian Labor Party's domain shield**

The Australian Labor Party (ALP) is the oldest political party in Australia. It boasts members across the entire country, and processes well over one million emails every month using several third-party bulk email services. Realizing that phishing simulations were not going to cut it, the ALP decided to embark on a journey to protect its domains.

### RESULTS

Time to **Enforcement**

**28 days**

**DMARC** Pass Rate (avg):

**96%**

**Authenticated** Emails:

**1.4m**

**PRODUCT:** ENFORCE DEFEND

**INDUSTRY:** Government

**LOCATION:** Global



# TRUST YOUR EMAIL

## **CHALLENGE:**

### **Combatting domain hijacking amid intensified election communication demands**

In the midst of election seasons, the ALP engages in extensive and intensified communication efforts. The urgency to share information that upholds their platform and endorses candidates surges significantly. However, the risk of their domains being compromised by impersonators poses a substantial concern.

## **SOLUTION:**

### **ALP leverages Valimail for automated DMARC enforcement, strengthened with robust reporting, protection, and monitoring**

At the InfoSec World conference in Florida, DMARC emerged as a game-changer for ALP officials, and revealed Valimail's patented Instant SPF technology. Valimail took charge of authenticating new services introduced during the intense election season while safeguarding 'boutique domains.' Continuous reporting and advanced troubleshooting fortified their security measures.

Guided by Daniel Leigh of Techegrity, a respected Valimail managed service provider partner in Australia, the ALP reached DMARC enforcement within just 28 days. This swift success story now stands as a hallmark of excellence, inspiring ALP branches nationwide.

Valimail is the global leader in zero-trust email security. The company's full line of cloud-native solutions authenticate sender identity to stop phishing, protect brands, and ensure compliance; they are used by organizations ranging from neighborhood shops to some of the world's largest organizations, including Uber, Splunk, Yelp, Fannie Mae, Mercedes Benz USA, and the U.S. Federal Aviation Administration. Valimail is the fastest growing DMARC solution, with the most domains at DMARC enforcement, and is the premier DMARC partner for Microsoft 365 environments. For more information visit [www.valimail.com](http://www.valimail.com).

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