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Prioritizing our DMARC implementation with our management team was easy once we explained the risk and how we could eliminate the risk – and protect the Travers Smith brand, our customers, employees, and partners.

Darragh Macken | Head of Information Security

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WITH VALIMAIL TRAVERS SMITH REACHED DMARC ENFORCEMENT in just 90 days

BACKGROUND:

With the increase of phishing attacks and spoofing, email authentication needed to be prioritized

Founded in 1810, Travers Smith is a prestigious U.K. law firm that is committed to delivering exceptional client experiences. However, with phishing attacks and spoofing threats on the rise, the firm prioritized email authentication through SPF, DKIM, and DMARC to ensure a secure and trustworthy communication channel.

With the support of management, Darragh Macken, Head of Information Security, set out to research the solutions available to help him, seeking recommendations from its long-standing partner, Gradian, and other peers in the industry.

RESULTS

Time to **Enforcement**

90 days

DMARC Pass Rate (avg):

99%

PHISH Blocked/Month (avg):

95,000+

PRODUCT: ENFORCE

INDUSTRY: Legal

LOCATION: Global



TRUST YOUR EMAIL

CHALLENGE:

Safeguarding brand integrity and email reputation

As phishing attacks and spoofing escalated, Macken recognized the importance of prioritizing email authentication. Safeguarding the firm's brand and stakeholders from malicious actors using their domain was paramount. Macken sought a solution that would:

- Ensure comprehensive visibility to uncover any "shadow IT"
- Minimize resource demands
- Remain cost-effective within budget constraints
- Be compliant with relevant regulations, particularly GDPR

SOLUTION:

Efficiency, compliance, and automation: Streamlined email authentication

Valimail was the natural choice, offering GDPR compliance, comprehensive visibility, streamlined automation, an intuitive dashboard, and a commitment to achieving enforcement. Valimail's fully automated solution outperformed competitors, optimizing Travers Smith's resources while safeguarding its brand and domain from impersonation.

"For us, it was clear that Valimail and Gradian would get the job done and give us the confidence to move to reject within 90 days — both providing a solution and enabling us to focus on the rest of our security program," said Macken. As a result, Travers Smith now leads the way among the top 100 U.K. law firms in DMARC enforcement, providing trust to clients, employees, and business partners receiving emails from traverssmith.com.

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.

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