Reduced risk, superior catch rates and deliverability

Two years ago, one of APAC's largest real estate companies embarked on a journey to address the ever-increasing sophistication and risk of email-based threats.

To protect their brand and billions of dollars' worth of online transactions, they turned to the dual-layered, multi-level assurance of SMX and Microsoft.

SMX's regional threat intelligence and support, and exceptional catch rates, combined with Microsoft's advanced threat protection, provided the optimal email security solution.

The result was a dramatic uplift in catch rates, improved deliverability and a powerful reduction in pressure on their IT support desk.

At a glance:

Customer: A leading real estate company
Website: Withheld
Customer Size: 5,000+ users; ~1,500,000 emails per week

Industry: Real estate
Products and Services: Residential and commercial sales, leasing and property management

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Microsoft Security + SMX 365 | Better Together
APAC leading real estate company

SMX

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Customer challenges

As one of APAC's largest real estate companies, this client uses email as their main form of communication, relying on it for their brand and billions of dollars' worth of transactions.

Given the financial and reputational risks on the line, the company's Infrastructure Manager was looking for a solution that would bolster their cyber security by using multiple platforms. So, two years ago they began the process to get SMX and Office 365 to work together.

"We wanted best-of-breed across both Microsoft and SMX," the Infrastructure Manager explains. "We were seeing poor catch rates on some of our smaller domains with Microsoft on its own and we knew we could significantly increase the catch rate if we combined the two. Microsoft has global defences and are providing continual improvements to their ATP (advanced threat protection) but we need the local defence from SMX too."

This imperative was made even more urgent when they started to notice increasing sophistication in email attacks. As the Infrastructure Manager notes: "We are very susceptible to BEC (business email compromise) and felt we needed another defensive tier. We noticed a lot more URLs coming in benign that were then being weaponised once in a mailbox. Office 365's ATP offered the ability to check these [weaponised URLs] and then with the SIEM integration it gave us a lot more event information to understand what was happening across the estate."

Partner solution

The journey to combine Office 365 with SMX's secure email gateway led to choosing SMX 365. SMX 365 provides targeted, regional threat detection for enterprise and government organisations, and being designed specifically to deliver dual-layer security with Microsoft Exchange Online / Advanced Threat Protection (EOP/ATP), improves accuracy, reduces risk, and makes it easy to protect end users.

"We looked at other email security providers, but chose SMX due to their cost structure, higher catch rate, ability to send clean outbound email and the fact they're local."

With the partner decided upon, the client started the implementation process.

"The biggest process was working out how email flow works," says the Infrastructure Manager. "We wanted to do a zero touch implementation so end users wouldn't notice. We ensured hygiene tasks were completed first, we turned on ATP in the background, enacted DKIM and DMARC as well as ensured whitelists were up to date. From there we slowly enabled the dual protection by turning on features and testing on smaller domains before rolling the changes out across the estate."

Customer Benefits

The client noticed dramatic results from the dual protection of SMX 365 and Microsoft: "SMX does the bulk of the grunt work. It filters 90-95% of the noise with Microsoft catching the remainder. With the dual filtering [SMX 365] we saw an uplift in catch rates of 15,000 additional catches per week and on our volume that's huge."

"Deliverability for our business is key. We send 30,000 emails per day and if the delivery rate is low then the open rate is low and we don't get eyeballs on emails which impacts sales. SMX 365 ensures we can send cleanly too."

SMX's intuitive portal offered immediate benefits: "We have a small help desk so need practical tools that allow them to triage and remediate easily and cheaply. With SMX and Microsoft we got that. The SMX 365 portal is so easy to use that our team prefers to only work there."

"Having a local connection gives us an edge. Email is our number one communications platform so having a great relationship with SMX locally is critical."

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