



CYBERREADY PARTNER RESOURCE

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Selling MailGuard with Office 365





MailGuard & Office 365

Product overview

MailGuard is a world-class, email security solution, built on Azure and designed to work seamlessly with Microsoft email platforms

Cybercriminals bank on the element of surprise. In just minutes they can execute a cyber attack that can devastate a business. That's why speed is vital: every second matters. MailGuard leads by detecting and **blocking fast-breaking zero-day email threats up to 48 hours ahead of the market.**

Cybercrime is now the world's number two economic crime, according to PwC. Nine out of 10 businesses report being impacted, and

Cybercriminals prey on employees, luring them with malicious emails that mimic the brands we know and love, and using social engineering to impersonate senior executives. Their goal?

To trick employees into handing over sensitive information, downloading ransomware or transferring funds. **One in four people click on malicious content & criminal intent emails**—often out of curiosity.

The secret to online security is layered protection. MailGuard has led the way in cloud email and web security since 2001, providing protection, continuity and archiving in a single, integrated cloud solution for 24/7 peace of mind. There's no infrastructure to maintain, software to install or updates required. MailGuard's proprietary Artificial Intelligence (AI) threat-detection engines stop fast-breaking web and email threats in real-time.

Seamlessly stackable with Office 365 and other email platforms, MailGuard provides an added layer of specialised email security to reduce the impact of cybercrime on business.

Uncovering opportunities

Cybercrime conversation starters

1

Ask customers if their business is receiving unwanted email. We know **nine out of 10 businesses receive unwanted emails**. Chances are they're experiencing problems—even if they are reluctant to talk about it.

2

23% of employees click on malicious and criminal intent emails. Commonly called 'fast-break' or 'zero-day' email attacks, these **new email scam variants may by-pass traditional anti-spam and anti-virus solutions**.

3

Cybercrime is increasing at an alarming rate, with ransomware rising 300% since 2016—no business is immune.

4

New zero-day email attacks occur every day. Our [blog](#) is updated regularly with zero-day phishing email alerts and information about cyberattacks such as ransomware that impact businesses.

5

Many businesses suffer from targeted 'whaling' or 'CEO fraud' attacks on senior executives. These attacks attempt to trick employees into transferring funds to a fraudulent account through impersonation.

6

Education about the risks of cybercrime is key. MailGuard publishes a free eBook [Surviving the Rise of Cybercrime](#), which is created for a non-technical audience and a great way to share information with customers.

7

Speed to stop new threats is vital. **MailGuard is up to 48 hours ahead of the market**. MailGuard can scan email samples to demonstrate our stopping power and speed.

8

Suggest a free, 14-day MailGuard trial to your customer. This enables executives to witness current email threats that are putting the business and its staff at risk.



Customer pain points

Customer audience	Typical concerns	Questions to uncover pain or need
Board & C-level executives	<p>Financial impacts & operating risk</p> <p>Reputational risk and negative media attention following public incidents</p> <p>Share price and business continuity impacts</p>	<p>Are your employees receiving unwanted malicious or criminal intent emails?</p> <p>Is your executive team targeted with whaling attacks?</p> <p>Is cybersecurity a priority for your board, and for your executive team?</p>
IT & Infosec	<p>Technical support and ease of management</p> <p>Data protection and control</p> <p>Clean inboxes: Stop malicious email from impacting employees.</p>	<p>Are your employees receiving unwanted malicious emails?</p> <p>How quickly does your current security solution stop fast breaking zero-day email attacks?</p> <p>Does your current provider provide FREE, proactive support 24/7?</p> <p>Does your current solution require software installation and updates to maintain superior protection?</p> <p>Do you have protection against employees who access private email through webmail solutions like Hotmail or Gmail?</p> <p>Is archiving and email continuity a concern for your business?</p>
Finance, legal, risk & regulatory compliance	<p>Fraudulent payments</p> <p>Data loss or compromise</p> <p>Legal & regulatory compliance breaches</p>	<p>Are your employees receiving unwanted malicious emails?</p> <p>Is your executive team targeted with whaling attacks?</p> <p>Does your business have specific regulatory obligations requiring email archiving and continuity?</p>

Download your CyberReady resources

Access the MailGuard CyberReady Partner Portal

GET CYBERREADY: mailguard.com.au/partner-portal

Target market

All industries have a reliance on business email and are suitable as customers of MailGuard.

High-risk industries responsible for sensitive data include:

Government Agencies, Healthcare, Education, Legal, Financial Services and Accounting.

Customer Audience

Board & C-Level executives

IT & Infosec

Finance

Risk and Compliance

Customer Profile

- Entrusted with the protection of company assets, concerns include financial loss, reputational risk, legal & regulatory breaches, and business continuity
- Damages can impact the company, staff and the reputation of the executive(s)
- Specific threats include fraudulent payments, data loss and business continuity

Top Customer Benefits

- A clean and safe inbox for employees
- First to stop zero-day email attacks, MailGuard is up to 48 hours ahead of competitors
- Works seamlessly alongside Microsoft and Office 365
- No software to install and no updates required to maintain superior protection 24/7

Partner Benefits

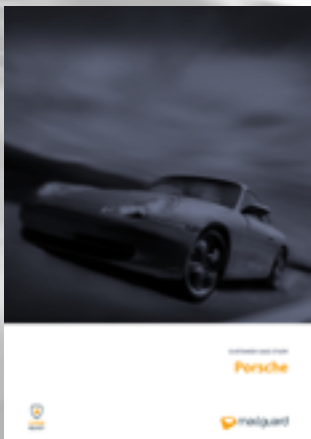
- Increase Average revenue per user (ARPU)
- Improve customer retention and O365 activation
- Maintenance-free and a low Total Cost of Ownership
- Best in class 24/7 technical support

Positioning the MailGuard Solution

Before (Pain point)	After (benefit of solution)
Employees receiving malicious phishing and ransomware emails	Delivery of unwanted emails prevented. Staff are no longer at risk of clicking malicious content. This translates to improved productivity and reduced business risk.
Executives being targeted with whaling email attacks	Executives and finance teams are protected from whaling attacks.
Time-consuming process for resolution of problems with technical and support staff	Business receives proactive 24/7 support from a best-in-class team of subject-matter experts.
IT & Infosec	<p>Technical support and ease of management</p> <p>Data protection and control</p> <p>Clean inboxes: Stop malicious email from impacting employees.</p>
Finance, legal, risk & regulatory compliance	<p>Fraudulent payments</p> <p>Data loss or compromise</p> <p>Legal & regulatory compliance breaches</p>

Download MailGuard customer case studies

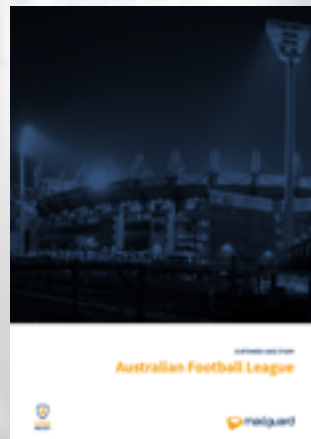
More available from the CyberReady Partner Portal: mailguard.com.au/partner-portal



Porsche



Melbourne Zoo



AFL



Tap Oil

Addressing Customer Concerns

Issue	Customer concern	Response
Security	My business already has Office 365 native security and/or the added protection of EOP	<p>Experts recommend layered protection. MailGuard has led the way in cloud email and web security since 2001, providing protection, continuity and archiving in a single, integrated cloud solution for 24/7 peace of mind. Steve Miller from Microsoft says “In MailGuard, we have a partner who leads the world in protecting the vital IP that helps power the digital economy. We are truly excited to work together to help ensure that people and organizations across the globe can get more done, securely.”</p> <p>MailGuard is a world-class, advanced email security solution that relies on proprietary Artificial Intelligence (AI) threat-detection engines to stop fast-breaking web and email threats in real-time.</p> <p>MailGuard is seamlessly stackable with Office 365 to provide an added layer of specialized email security to reduce the impact of cyber-crime on your business.</p>
Availability	What if there is a problem with the cloud?	<p>MailGuard is a low touch, reliable email security solution that is hosted on Azure, delivering 100% uptime while significantly reducing the cost of administration, software licensing and hardware.</p> <p>MailGuard’s loyal customers are testament to the reliability of our solution, boasting 99% customer retention and a +84 Net Promoter Score from our satisfied customers.</p>
Technical support	What if my team needs technical support?	<p>MailGuard is renowned for providing best-in-class, proactive support 24/7. Our team are experts in the field, and subject-matter experts for all of the complimentary services MailGuard provides.</p> <p>The MailGuard support team are proud to achieve 98% first call resolution – evidence of their ability to respond effectively to customer needs.</p>

Contact MailGuard

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