

# How Avanan Differs From Other API Vendors



## EXECUTIVE SUMMARY

- There are a number of API-based email security solutions. However, they are not created equally
- Avanan pioneered the API-based security method in 2015 and is the only company that can pre-emptively prevent malicious emails from reaching the inbox
- In addition to a full suite of other protections, Avanan's patented, API approach is the only one on the market that acts as a full-fledged, standalone email security solution

## PREVENTION VS DETECTION

- The critical architectural difference between Avanan and other API vendors is Avanan's ability to block before the inbox. We are preventative, they are reactive
- It takes, on average, three minutes and three seconds for an API vendor to remediate and remove a malicious email from the inbox. Users click on phishing emails in just 82 seconds
- That means that, with other API-based solutions, the malicious email is in the inbox longer than it takes for a user to click on it

## DATA LOSS PREVENTION

- According to a report from IBM, the average total cost of a data breach has increased by 10% in 2021
- Without data loss protection, your organization is at risk for serious monetary, personal data and reputational losses
- Avanan is the only API-based solution with Data Loss Prevention. This includes DLP scanning on emails, attachments, files and apps like Teams and Slack

## CONTENT DISARM & RECONSTRUCTION

- More than 70% of malicious email attachments or links were sent via PDF or Microsoft Office
- Content Disarm & Reconstruction instantly removes any executable content, making files safe
- Not all API-based solutions – or even Secure Email Gateways – have this feature
- According to Gartner, CDR is one of the essential items of any email security solution

## SEARCH AND DESTROY

- The ability to search through clean and malicious messages quickly, based on multiple criteria and remove them from the inbox as necessary is an essential part of the admin's job
- Avanan's Search and Destroy means that admins can effectively claw back all those messages from the user inbox in one click. You can also create a blocklist to prevent similar deliveries. It allows to instantly remove known threats from inboxes. It allows for bulk quarantining, with a custom query engine
- Other API-based solutions don't have this feature

## WHAT DO THE ANALYSTS SAY?

- "Avanan [can] claim the status of a fully-fledged email security platform (i.e. one that can replace a SEG and a non-SEG as the sole provider of inbox security for Office 365 or Gmail). This differs from all the non-SEGs who readily acknowledge that they complement either the incumbent SEG or Microsoft's Exchange Online Protection (EOP) service to provide protection against the more modern email attack methodologies; a situation that earns them the slightly derogatory designation of "helper apps" from vendors in the SEG community." – Omdia
- Avanan achieved best in class from the eight email security companies [including two API vendors] that participated in this report. It demonstrated clear company strengths, obtained high marks from customers, and offers products that provide desired defensive capabilities for email-based cyber threats – Aite

## WHAT DO THE CUSTOMERS SAY?

- We had been experiencing a large number of phishing attempts for a long time, but once COVID-19 hit, those attempts increased significantly in number. It was getting to be too much to manage, knowing that if one user clicks a bad link, it could result in a security incident. While we provide continual security awareness training, I'd MUCH rather prevent them from receiving the emails to begin with and have to think about how to respond to them. – Vice President, IT and Security
- We have tried everything to prevent users from clicking emails, but nothing works except preventing them from getting to the user. Of all the software we use, Avanan ranks at the top of the ones I wouldn't want to be without. – IT, Mid-Market

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