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How Avanan Differs From SEG Vendors

EXECUTIVE SUMMARY

- When email was on-premises, Secure Email Gateways (SEG) made sense and work efficiently

- As email moved to the cloud, the architecture of gateway's has yet to adapt

- Avanan's cloud-native solution delivers security via API, with internal context and advanced machine learning to stop the most pernicious attacks

- Unlike other API solutions, Avanan is the only one on the market that acts as a full-fledged, standalone email security solution

DEFENSE IN DEPTH

- One of the most critical tenets in security is that of defense-in-depth. When one layer fails, there's another to back it up. With SEGs, that can't happen

- When introducing an SEG in your environment, you must disable Microsoft or Google's default spam filters. These filters do play a role in anti-phishing

- If the SEG misses an email, it goes straight into the inbox, with no backup

- Avanan works with SEGs and default security, catching what they miss

MX RECORDS

- When deploying an SEG, you must change your MX records to that of the gateway

- MX records are public knowledge. That means hackers will know which security you use, allowing them to customize attacks

- Avanan's security does not change MX records, so bad actors don't know you're using it and can't target their attacks

INTERNAL EMAIL

- Sitting outside the email flow, SEGs can only scan incoming email and are blind to internal threats

- This is a huge gap, as internal threats make up 35% of attacks

- Avanan scans all email – incoming, outgoing and internal

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BEC

- Business Email Compromise (BEC) attacks are a pernicious vector that, according to Gartner, will cost over $5 billion to its victim through 2023

- In order to stop BECs, security solutions need internal context, such as internal conversations, conversational relationships, nicknames and more. SEGs only see the inbound email, meaning they don't have the access to the internal knowledge that can decipher a BEC attack from a legitimate email

- Avanan is deployed inside the email server, offering internal email protection and using advanced machine learning for internal email context

WHAT DO THE ANALYSTS SAY?

- "Forrester's 2021 Wave evaluation of the email security market revealed that secure email gateways (SEGs) are slowly becoming dinosaurs as customers turn to the native security capabilities of cloud email infrastructure providers like Google and Microsoft. Security pros supplement these native capabilities with third-party solutions like cloud-native API-enabled email security (CAPES) solutions. – Forrester

- "Solutions that integrate directly into cloud email via an API, rather than as a gateway, ease evaluation and deployment and improve detection accuracy, while still taking advantage of the integration of the bulk of phishing protection with the core platform. – Gartner

- Organizations will need to carefully consider how much control they cede to email security providers, particularly solutions that require that mail eXchange-records (MX records) be transferred to the provider.
  – Aite

WHAT DO CUSTOMERS SAY?

- I like that Avanan is an inline email security product. It's able to catch malicious emails before they reach a user's mailbox. But, what I like even more is that Avanan is NOT an email gateway. This is important because with an email gateway you have to redirect your MX record to the email security provider, which is tipping off the attackers. When the attackers know which security product you're using, they can target you with known exploits for that product. Avanan does inline security in a different way. They use mail flow rules to redirect the email to their security servers, scan them, then send them back. This is all done near instantaneously. – IT, Enterprise

- I spent a year with just Mimecast, and it was stressful. I can trust Avanan to detect and remove malicious emails. It helps me relax and focus on other work. Malicious email is serious business and a huge problem. Ransomware, using email as the initial attack vector, takes down businesses for days or weeks. Email filtering is step 1 of protecting your company. – IT Administrator, Furniture

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