



SENDMARC

Trust Email Again

The Email Problem

It's widely understood that there is a fundamental security flaw in the way email was designed.

Meaning cybercriminals can impersonate email from almost any organisation, also known as spoofing & phishing.

Over 75% of cybercrimes start this way including deposit fraud, identity theft and ransomware distribution.





The Damage

DEPOSIT FRAUD

Incorrect bank details are falsely associated with a transaction and attackers redirect the money.

IDENTITY THEFT

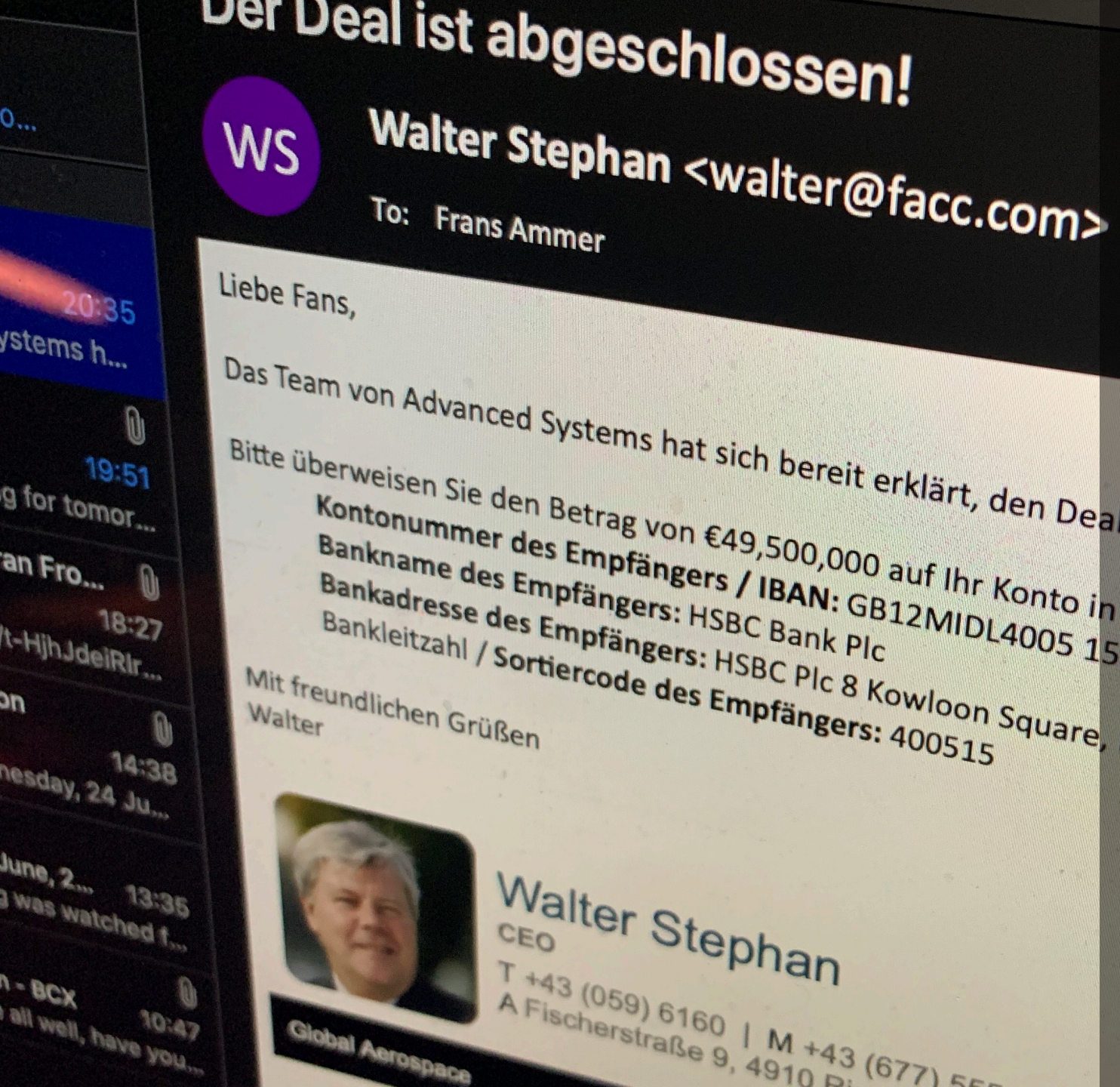
Users are tricked into leaking their identity to an attacker.

RANSOMWARE DISTRIBUTION

Users & staff are lured into installing ransom ware from a legitimate looking email.

REPUTATION DAMAGE

Fraud on a companies behalf causes immense brand damage & financial losses.



AEROSPACE AND DEFENSE

Austria's FACC, hit by cyber fraud, fires CEO

By Reuters Staff

2 MIN READ



VIENNA (Reuters) - The head of Austrian aerospace parts maker FACC has been fired after the company was hit by a cyber fraud that cost it 42 million euros (\$47 million).



Aerospace firm loses \$47 million in cyber fraud, fires CEO

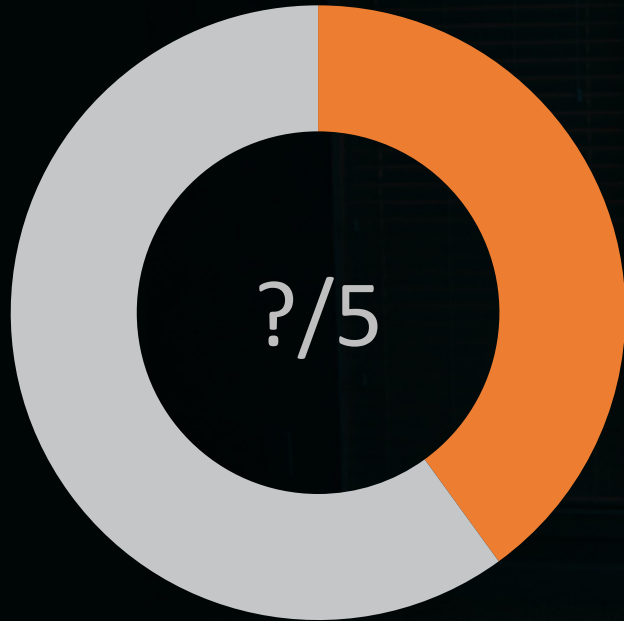


EANS-Adhoc: FACC AG / DI Walter Stephan (CEO) was revoked from the management board with immediate effect.

How vulnerable are you?

Your Domain Safety Score indicates how protected your domain is from email impersonation.

Meet with Sendmarc to understand your score, how to improve it and how to ultimately protect your domain.



5/5 - Totally protected & Compliant

4/5 - One more change required

3/5 - Visibility. Protection WIP. Vulnerable.

2/5 or less - Your domain is vulnerable



Test your domain

The Sendmarc Solution

Your current email security solution protects your employees but cannot stop cybercriminals from attacking your customers and suppliers with emails that impersonate your organisation.

By preventing these type of impersonation attacks, Sendmarc expands your perimeter protection, from the current employee-only strategy, to include all mailboxes globally.

Sendmarc leverages global best practices of DMARC, DKIM, SPF and BIMl.

Sendmarc integrates with:

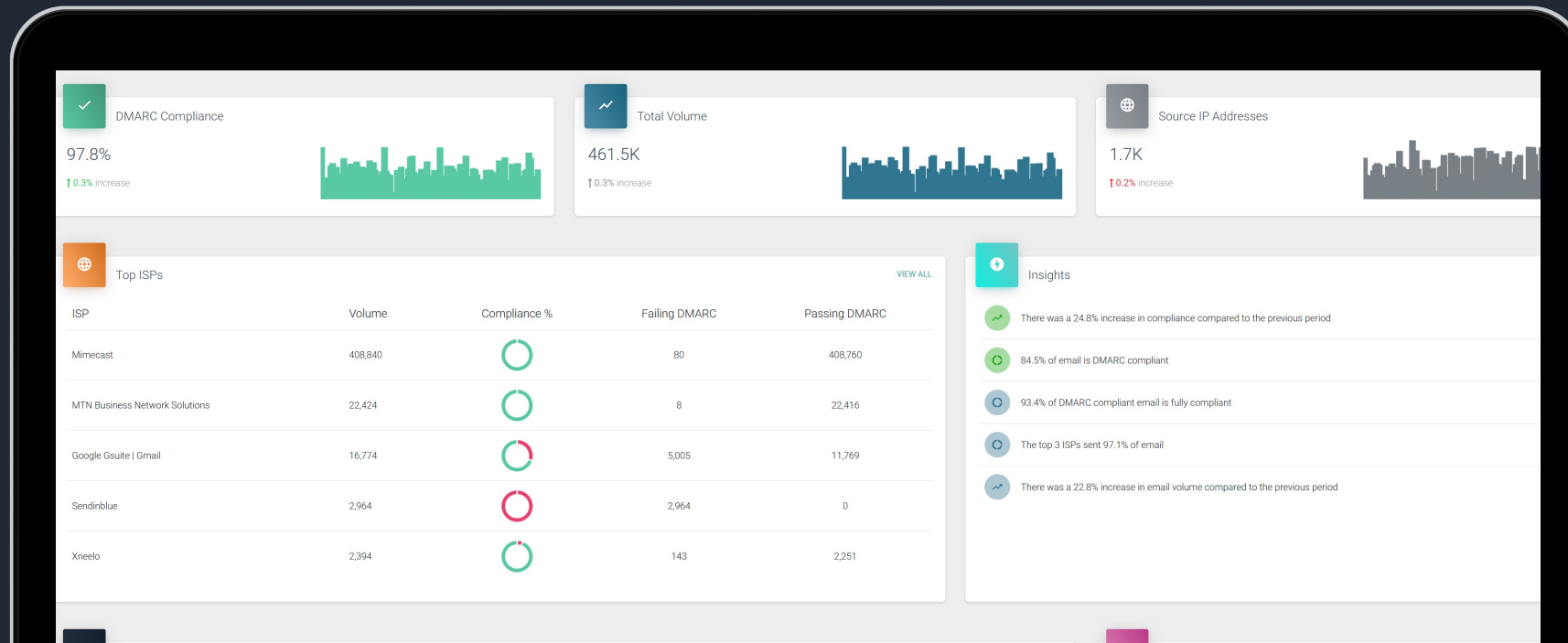


... and hundreds of other leading providers.



Sendmarc stops email impersonation.

Software Platform | Training & Certification | Professional Services



Sendmarc guarantees complete protection & satisfaction within the first 90 days. Backed by a full cancellation refund.

Global Best Practice

Gartner rates email impersonation as a top 10 cyber risk to resolve using DMARC.

Sendmarc has helped hundreds of organisations around the world to achieve DMARC compliance. Meaning that you can trust email coming from these leading brands.



Some of the companies that trust Sendmarc.

Who are some of the companies that trust Sendmarc?



 concentrix.com

Concentrix, an American business services company specializing in customer engagement and business performance. Concentrix was a subsidiary of SYNnex Corporation since 2006 and went public as an independent company on Dec 01 2020, trading on NASDAQ as CNXC. Concentrix is headquartered in Fremont, California. [Wikipedia](#)

Stock price: [CNXC](#) (NASDAQ)

US\$143,59 -3,25 (-2,22%)

29 Mar, 12:59 GMT-4 - Disclaimer

Headquarters: [Fremont, California, United States](#)

Revenue: 4,7 billion USD (2019)

Number of employees: 250 000

Founded: 1983

Owner: Concentrix Corporation

Subsidiaries: [Convergys](#), [MORE](#)



 prosus.com

Prosus N.V., or Prosus, is the international internet assets division of Naspers. The global investment group is the largest consumer internet company in Europe, and among the largest technology investors in the world, operating across a variety of platforms and geographies. [Wikipedia](#)

Stock price: [PRX](#) (JSE)

166 655,00 ZAC -3 155,00 (-1,86%)

15 Mar, 17:05 SAST - Disclaimer

Parent organization: [Naspers](#)

Headquarters: [Netherlands](#)

Founded: 1997

Number of employees: 15 677

Subsidiaries: [MIH Food Delivery Holdings B.V.](#), [MORE](#)

Key people: [Koos Bekker](#), [Bob van Dijk](#), [Basil Sgourdos](#)



 ypo.org

YPO is a global leadership community of chief executives with approximately 29,000 members in more than 130 countries, according to the organization's 2019 YPO international fact sheet. [Wikipedia](#)

Founder: [Ray Hickok](#)

Founded: October 1950, [Rochester, New York, United States](#)

CFO: [Terry Wilson](#) (Dallas, Texas)

Membership: Over 29,000

Founded at: [Rochester, New York](#)

Subsidiary: [World presidents' organization](#)



 bidvest.co.za

The Bidvest Group Limited is a South African services, trading, and distribution company. [Wikipedia](#)

Stock price: [BVT](#) (JSE)

17 916,00 ZAC +76,00 (+0,43%)

15 Mar, 17:00 SAST - Disclaimer

CEO: [Nompumelelo Thembekile Madisa](#) (01 Oct 2020–)

Founder: [Brian Joffe](#)

Founded: 1988

Headquarters: [Johannesburg](#)

Number of employees: 132 870

Subsidiaries: [Bidvest Bank](#), [BFS Group](#), [Bidvest McCarthy](#), [MORE](#)



SENDMARC

Sendmarc is Partner-1st orientated and goes to market via leading Managed Service Providers (MSPs / MSSPs) and System Integrators (SIs).

Referral Program | Reseller Program | Certified Engineering Network | Distribution License

Features	Basic	Advanced	Professional	Professional Plus	Enterprise	Enterprise Plus	Custom
Price per month	\$ 70	\$ 100	\$ 200	\$ 375	\$ 650	\$ 1000	On Request
Company team size	0-30	31-50	51-100	101 - 200	201-500	501-1000	1001+
Data Reporting							
Active Domains	5	10	15	20	25	25	25+
Inactive Domains	15	20	20	30	50	50	50+
Aggregate Reporting	✓	✓	✓	✓	✓	✓	✓
Forensic Reporting	✓	✓	✓	✓	✓	✓	✓
Reporting Interval	12 hours	12 hours	6 hours	6 hours	1 hour	1 hour	1 hour
Reporting History	4 months	1 year	2 years	2 years	5 years	5 years	5 years
Features							
DMARC DNS Hosting	✓	✓	✓	✓	✓	✓	✓

Technology partners that trust Sendmarc

Sendmarc is the leading DMARC solution in Africa. Used by these great companies to secure their customers and often their own domains.

SYSTEM INTEGRATORS

LARGEST SYSTEMS INTEGRATORS
MIDDLE EAST & AFRICA
5,000+ CUSTOMERS EACH

6 PARTNERS SIGNED UP



Microsoft's largest partner in Africa.



Global presence and listed on Johannesburg and London stock Exchange (Bytes)



Listed on on Johannesburg stock Exchange



dimension data

Owned by NTT

MANAGED (SECURITY) SERVICE PROVIDERS

MID SIZED MSPS AND MSSPS
SOUTH AFRICA FOCUS
200 – 1,000 CUSTOMERS EACH

40+ PARTNERS SIGNED UP



ISPs

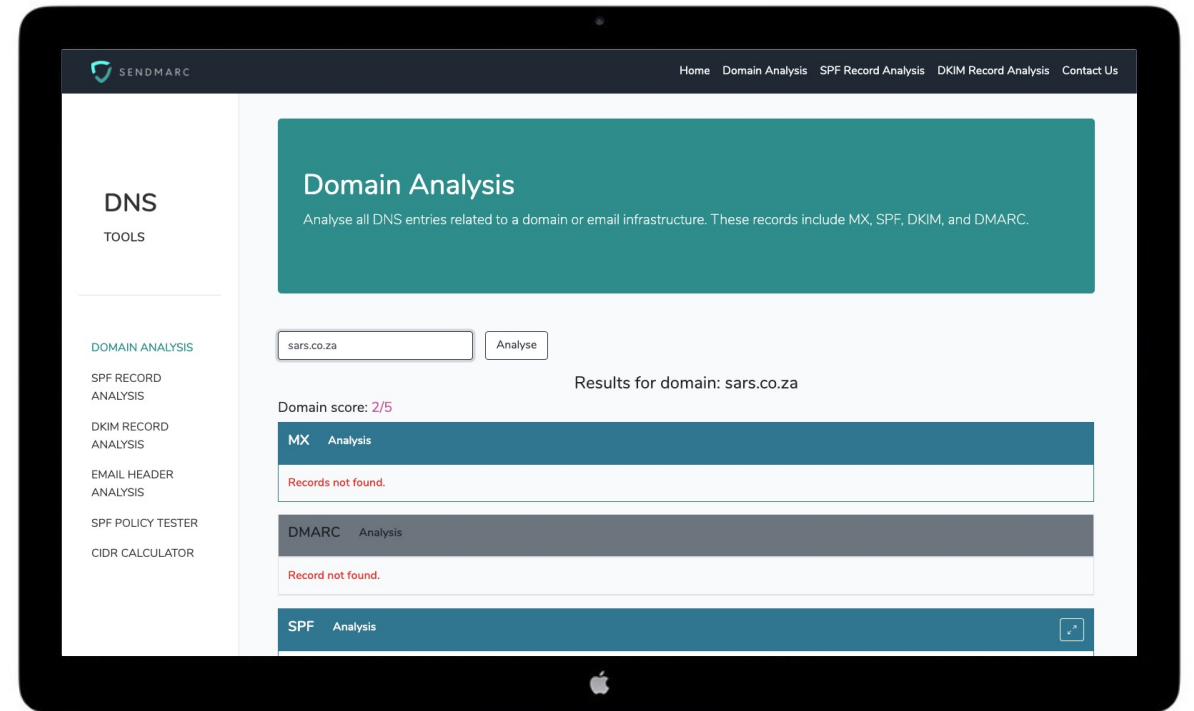
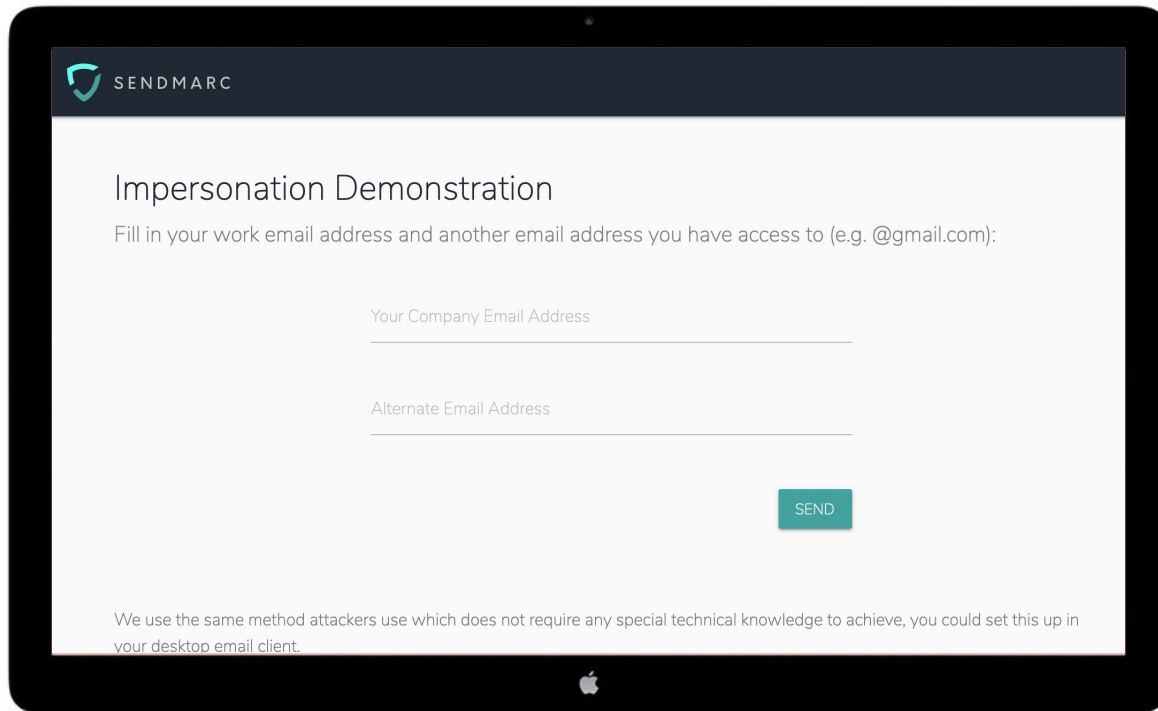
LARGEST ISPS IN SOUTH AFRICA
100K – 250K CUSTOMERS EACH

4 PARTNERS IN NEGOTIATION



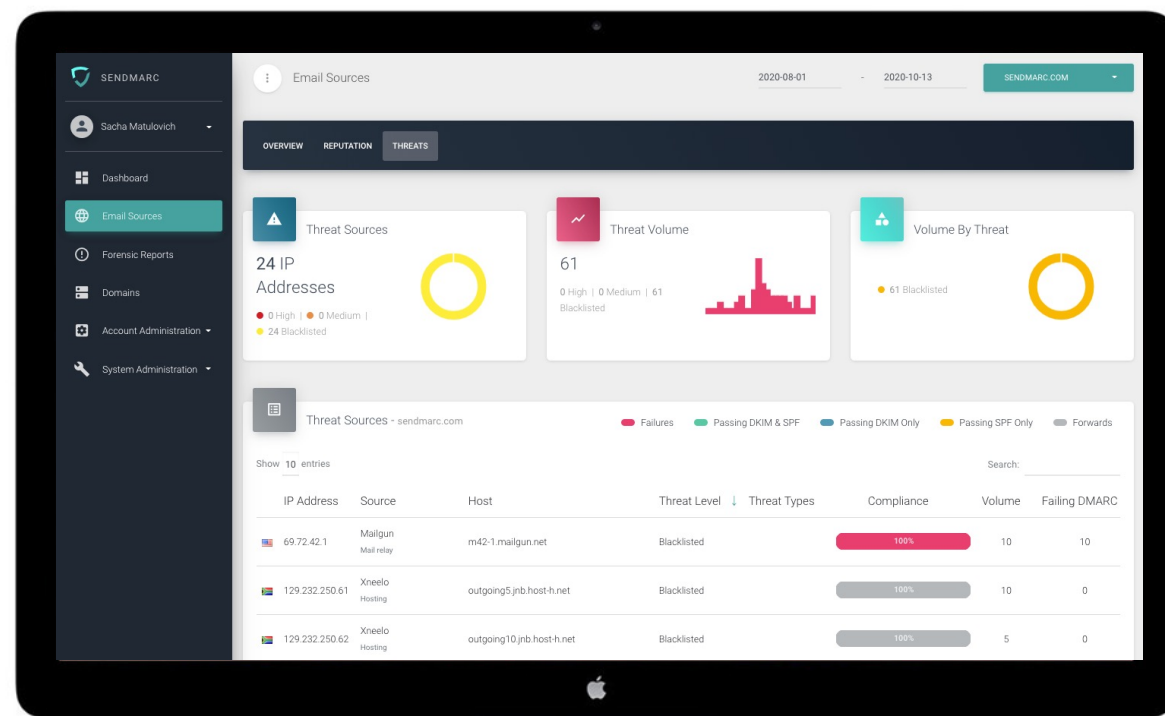
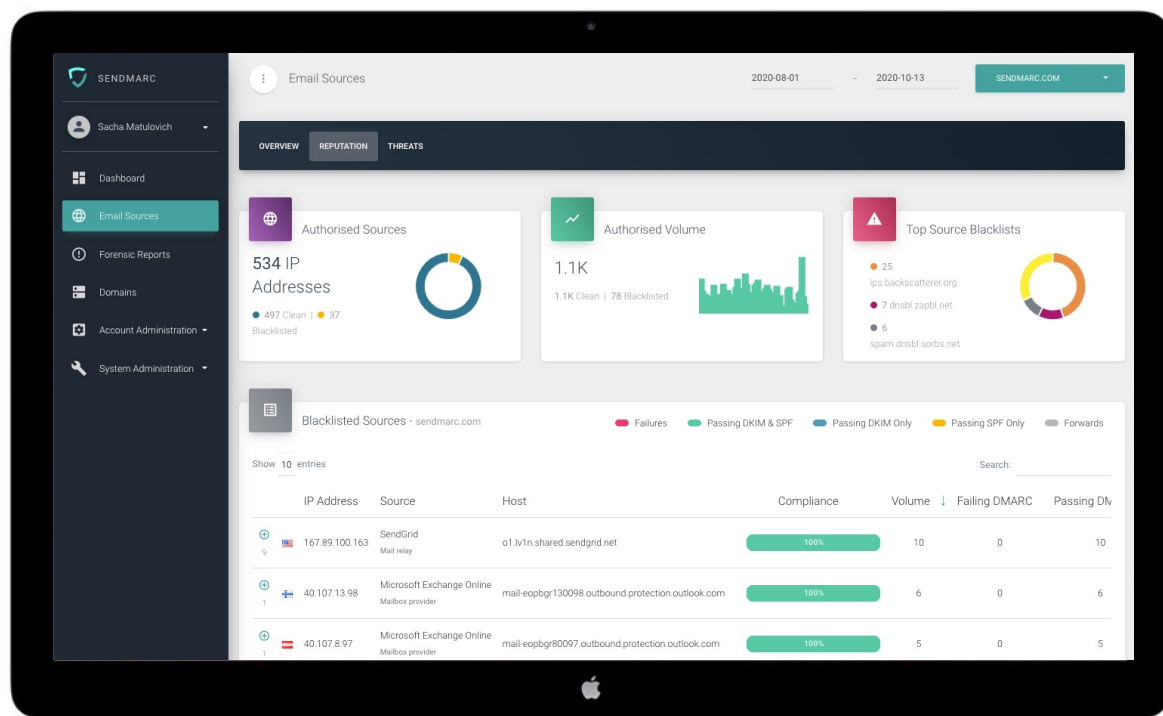


Sendmarc enables our partners to identify customers who are vulnerable to impersonation attacks. One by one, or in bulk.



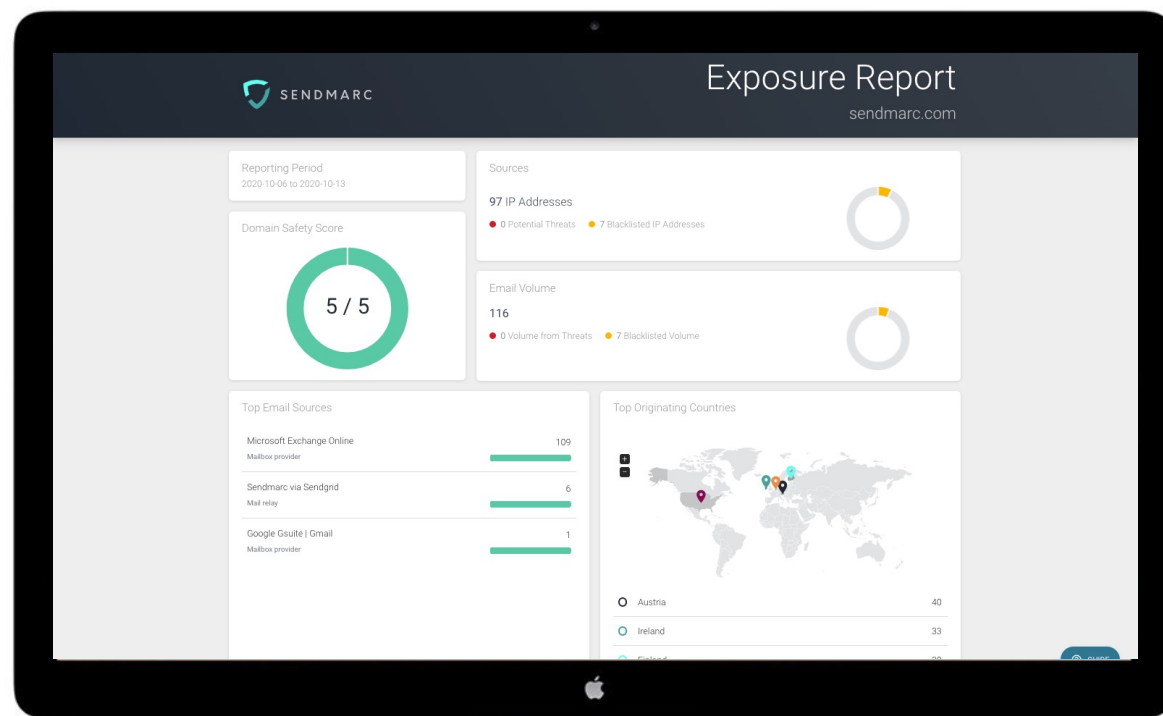
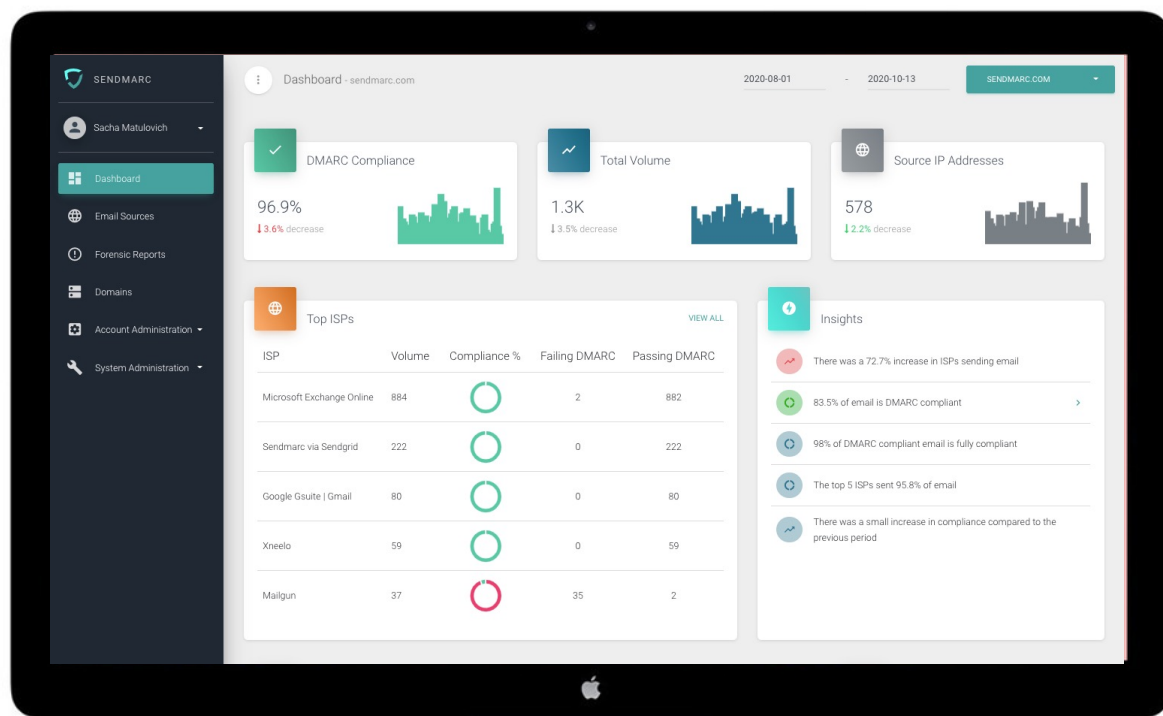


Sendmarc gives complete visibility of all email sent to uncover where the security gaps are situated, if attacks are happening, and how to remedy.





Sendmarc helps to successfully navigate security protocols: DMARC, SPF, DKIM and BIMI, to achieve guaranteed protection for customers.



What is DMARC?







The Global
Security
Standard for
Email



2+ million companies have adopted DMARC including:

Google



yahoo!

LinkedIn

Aol.

FACEBOOK

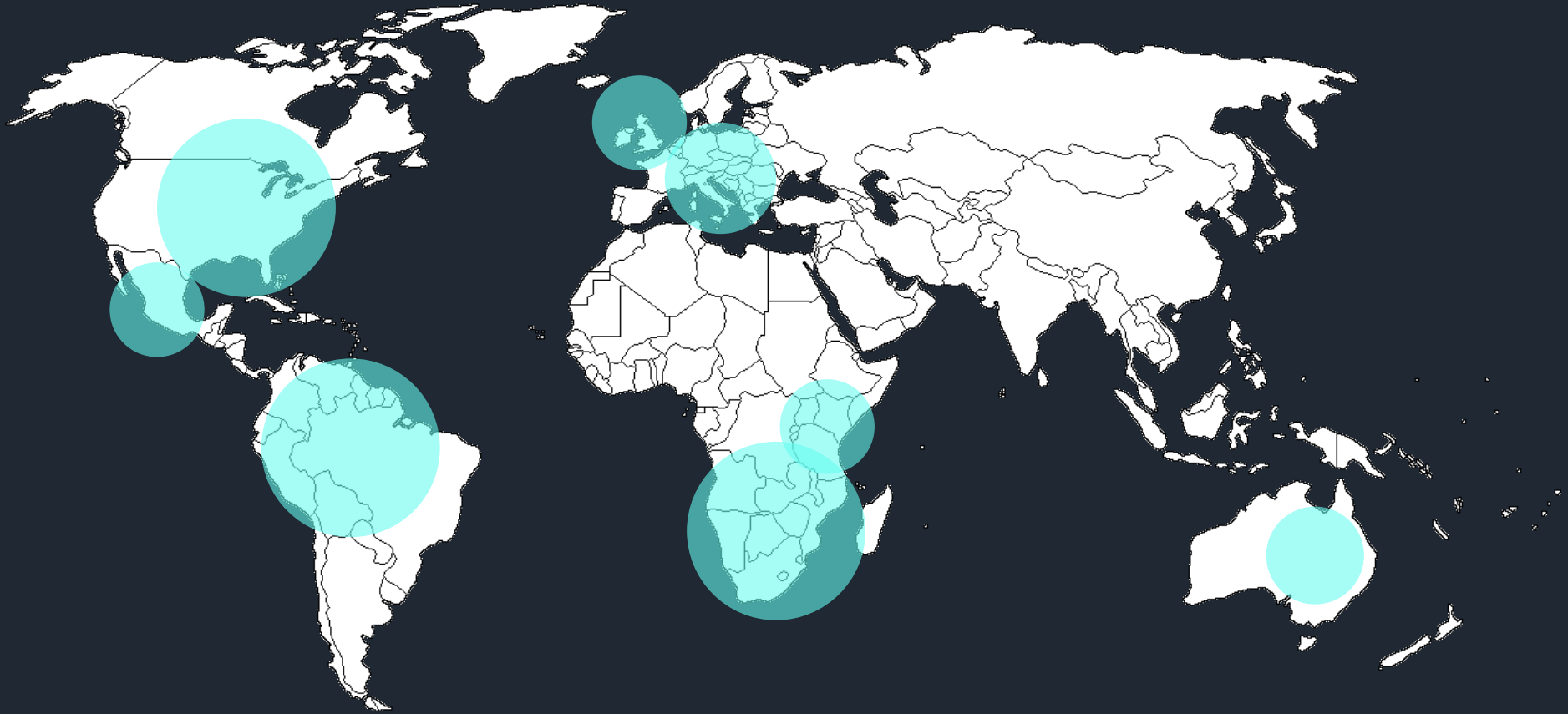
A few years ago a consortium of the world largest technology companies created a global protocol that will end the impersonation problem. The authors, adopters and enforcers of this standard include: Google, Microsoft, Apple, PayPal, Facebook, The US Dept. of Homeland Security, EU gov and many others. This is now stated as global best practice and all domain owners must become compliant to protect the world from phishing and spoofing attacks.

Every company needs to adopt DMARC but it's too complicated & manual. Sendmarc makes it easy & affordable to get DMARC right.



There is a lot of work to do!

50m+ companies in our markets and 75%+ are vulnerable to email impersonation attacks.



Market studies conducted by Sendmarc



United Kingdom

Top 900 Companies

52% unprotected

Total Addressable Market in
the UK = 1.5m+ Organisations



European Union

Top 900 Companies

61% unprotected

Total Addressable Market in
the EU = 15m+ Organisations



Germany

Top 600 Companies

65% unprotected

Total Addressable Market in
Germany = 1.5m+ Organisations



USA

Top 1,000 Companies

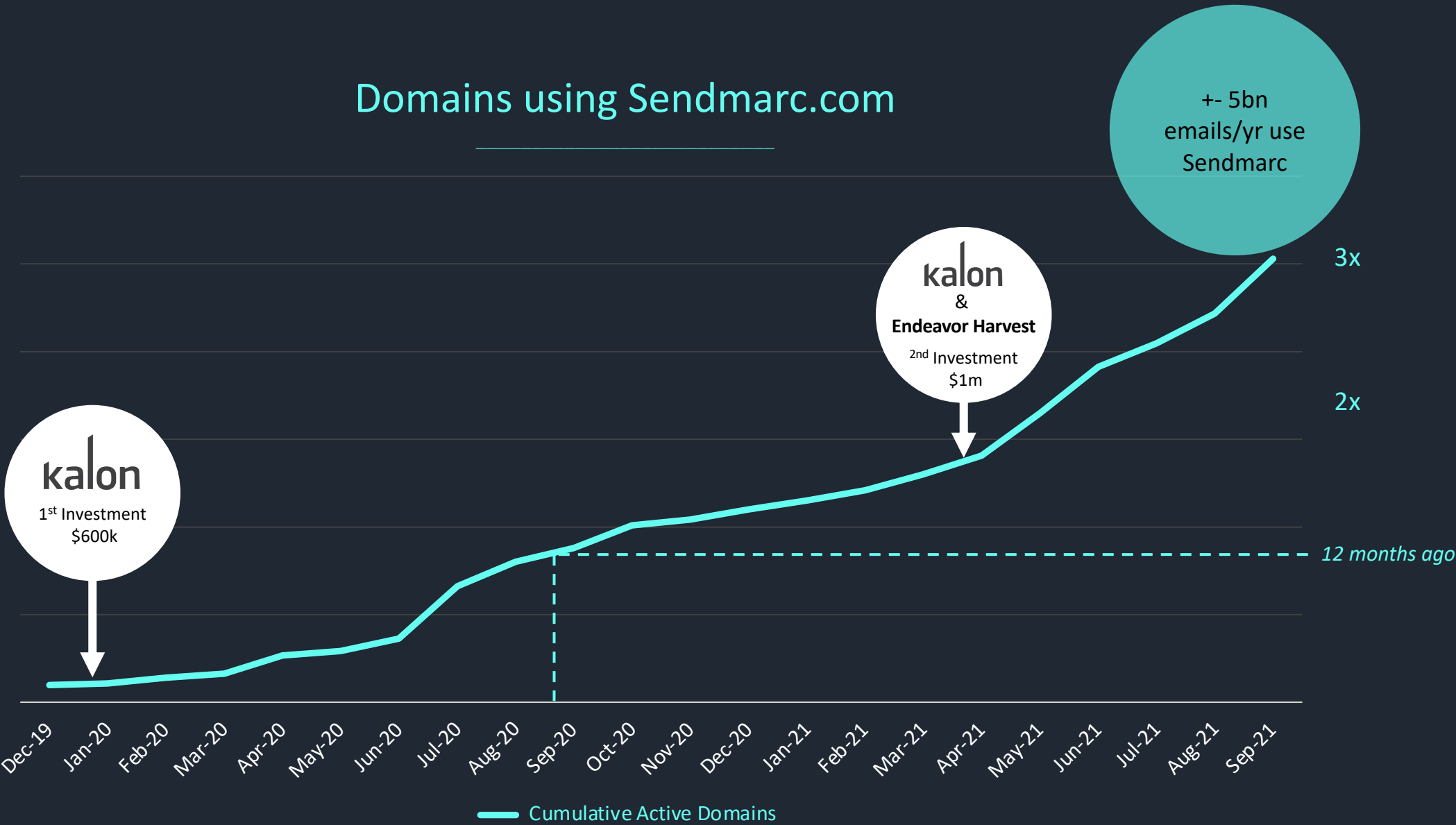
67% unprotected

Total Addressable Market in the
USA = 10m+ Organisations

Due to the confidential nature of this information the detailed figures have been hidden and are available on request.

Range: 1,000 – 5,000
Domains using Sendmarc

Domains using Sendmarc.com

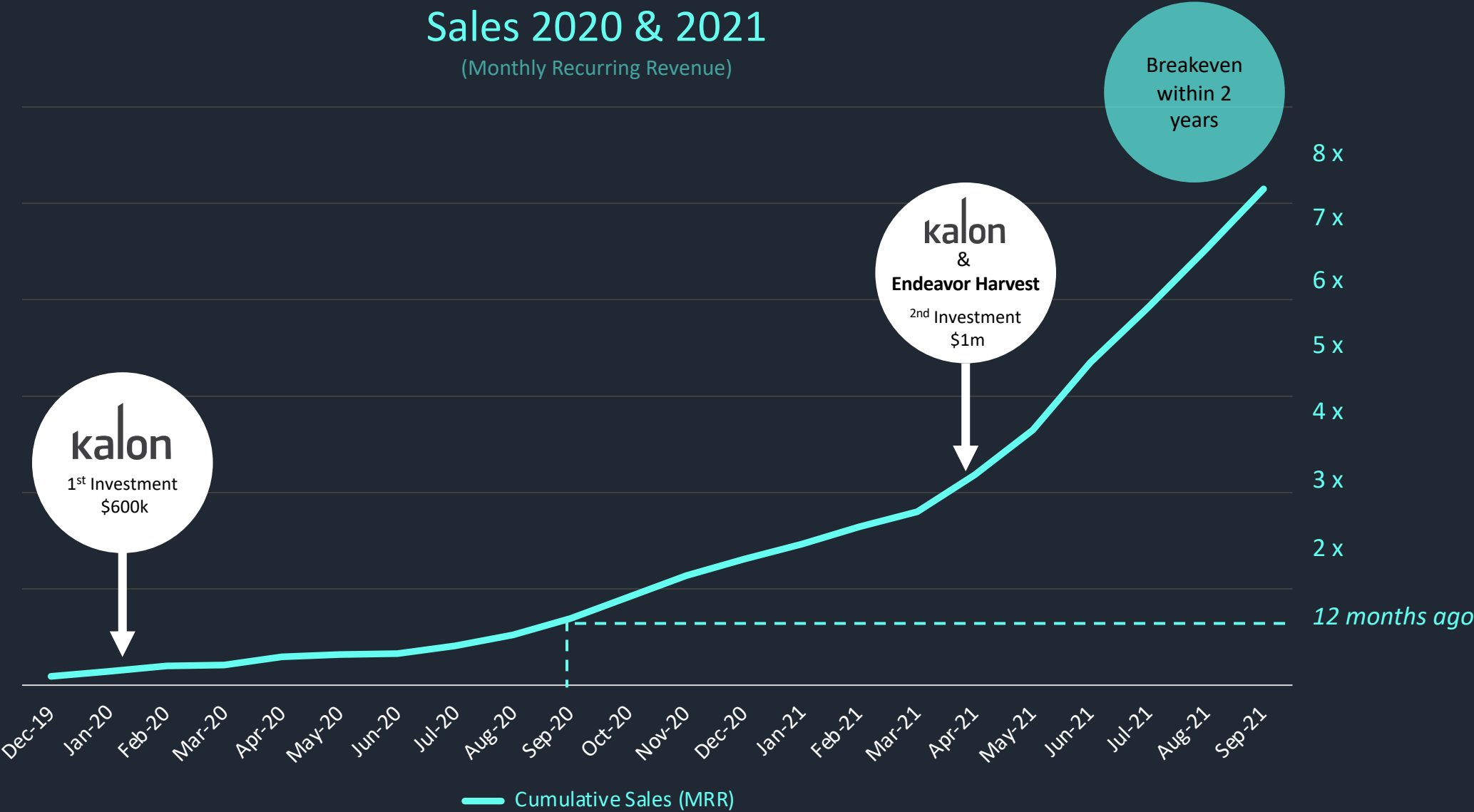


Due to the confidential nature of this information the detailed figures have been hidden and are available on request.

Range: \$1m – \$5m ARR

Sales 2020 & 2021

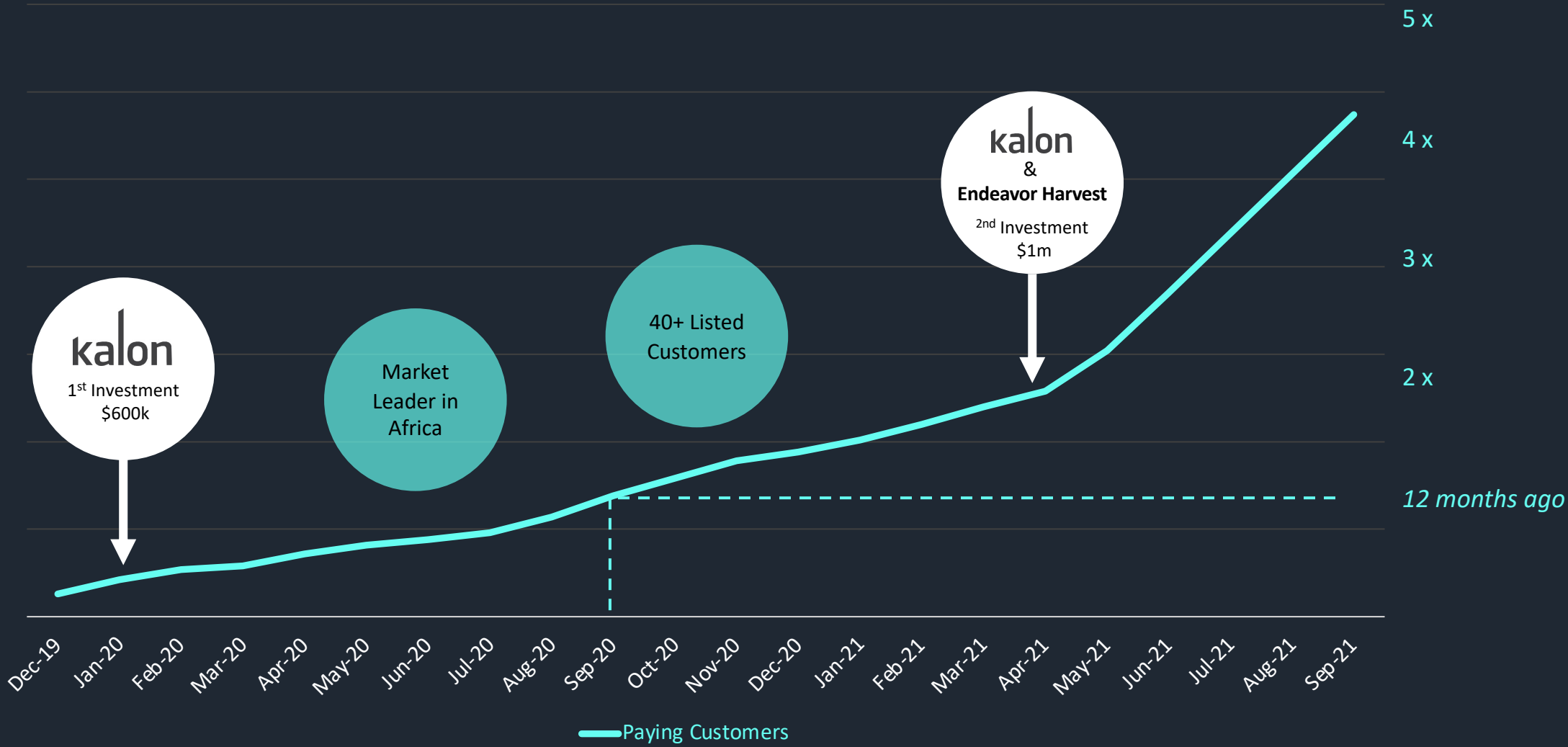
(Monthly Recurring Revenue)



Due to the confidential nature of this information the detailed figures have been hidden and are available on request.

Range: 200 – 1,000 paying customers.

Paying Customers



Founding team

Sam Hutchinson - CEO



Keith Thompson - CTO



Sacha Matulovich - CSO



Previous Role:

Everlytic CEO & Founder

Everlytic Head of Product

Telviva CSO and Co-Founder

Last Venture:



Largest email sender in Africa +- 6bn emails / year



Acquired by Vox in 2017



Largest Cloud Telecom Platform in Africa

Comparative:



Could be compared as: “the Mailchimp of South Africa”



8x8, Inc.

“the 8x8 of South Africa”

Differentiators

GO TO MARKET:

Partner 1st position

THE BEST PARTNER ORIENTATED PRODUCT WORLDWIDE

EXECUTION PROMISE:

Guaranteed success & protection

UNIQUE FULL-REFUND-CANCELLATION AFTER 90 DAYS

APPROACH:

Landgrab tactics
& Hyper-scale strategy

GROWING FASTER THAN OUR PEERS IN B.A.U MODE

PROPRIETARY HYPER-SCALE STRATEGY WILL MULTIPLY B.A.U

PRICE:

Difficult to beat

BEST PRICEPOINT FOR MANAGED SERVICE WORLDWIDE

CLIENT EXPERIENCE:

Frictionless onboarding process

EASY TO TRIAL, MEASURE & CONSUME. QUICKLY.

PRODUCT:

Built to support partners,
sales teams & marketing teams,
not just clients & technicians.

BEST ENABLER OF WORLDCLASS CYBER SECURITY



Investment



\$5m / €5m raise - Q1 2022

- Lock in market leadership in South Africa
 - Triple size of sales team
 - Marketing
- Launch in EU, UK & US
 - Launch 3 small sales teams: Netherlands, UK, US
 - Marketing to partners and clients
- Continue product expansion and evolution
 - Automation
 - E commerce
 - Achieve: Best partner orientated DMARC product world wide

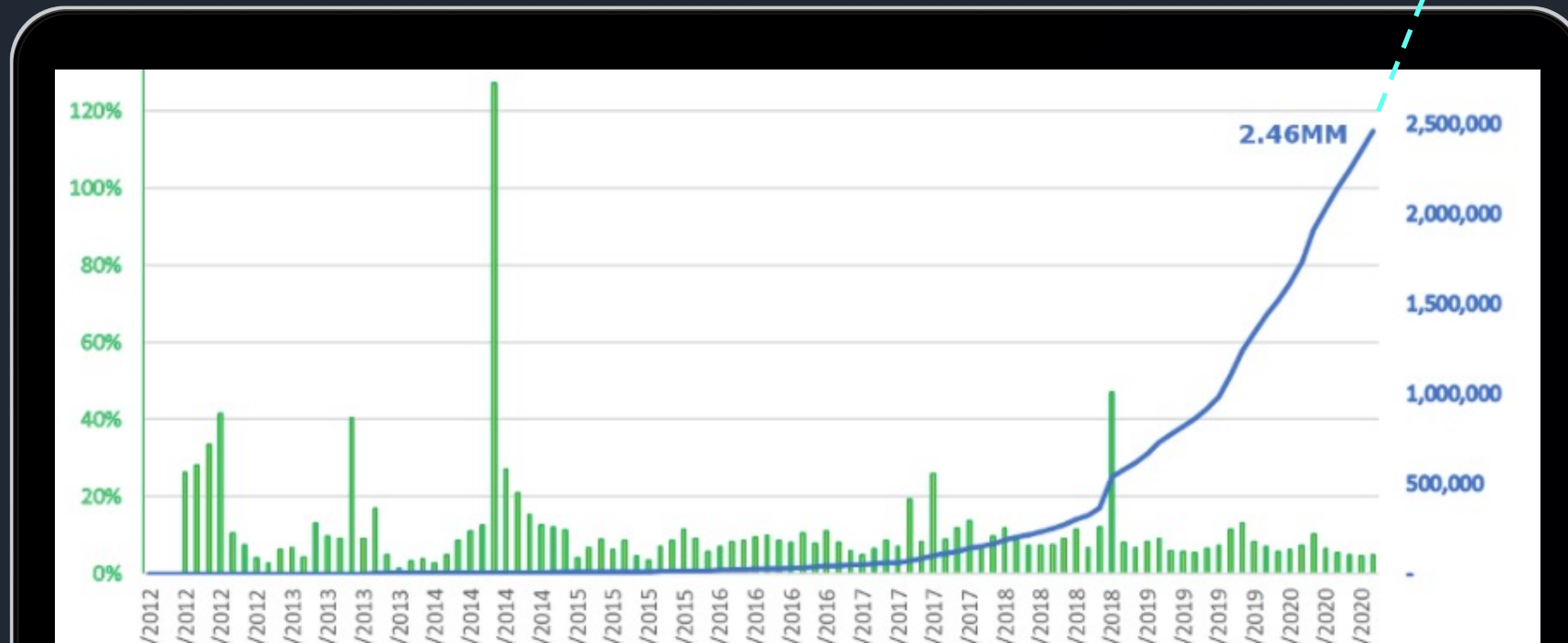
Why Now?

The timing is right:

Product-market fit proven.

Enough early adoption to justify the category.

75% of market still needing protection with cyber crime on the rise.



Over 2.5m domains have started using a security methodology like Sendmarc.

Thank You

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South Africa

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info@sendmarc.com
sacha@sendamarc.com



Test your domain



SENDMARC

Please test you domain safety by visiting www.sendmarc.com.

If your domain scores 3 or less out of 5 it means your email can be impersonated.