



## Highlights

- **Powerful reporting tools**  
In only the first month of use, over 1,500 fraudulent senders were identified and blocked by OnDMARC.
- **Rapid progress**  
Dedicated Customer Support and an extensive collection of 500+ knowledge base articles enabled them to reach full DMARC compliance in just 6 weeks.
- **Unlimited lookups**  
OnDMARC's unique *Dynamic SPF* feature automatically updated their SPF records and combined their 18 sending services into a single include.

## Pipedrive makes the move to p=reject rapidly and confidently

Pipedrive is a software company that develops a CRM platform for sales teams. It helps sales professionals to generate and qualify leads, automate sales processes, close deals faster and easier, and nurture customer relationships. With offices all across Europe and the US and more than 95,000 customers on every continent, infosec is of the utmost importance to this agile tech company.

### Pipedrive implemented DMARC to protect against spoofing

Infosec has always been a priority area for Pipedrive where no compromises are made. In order to better protect Pipedrive against email spoofing and phishing, the company's Infosec team began the process of getting DMARC in place.

### Basic DMARC reporting tools proved to be insufficient

Working together, Pipedrive's infrastructure and infosec teams began to configure SPF and DKIM for the company's sending services by manually navigating raw XML reports. Although this provided a lot of information, it was time consuming and complex to process. The team then tried a basic DMARC reporting tool that provided weekly reports, but quickly realized that the data provided didn't give a full picture of their email landscape. When Pipedrive turned to OnDMARC, they were able to gain full visibility and guidance to configure their domain which included:

- 1) Clear reporting** The daily DMARC reports and intuitive OnDMARC dashboard allowed the team to visually process and understand the DMARC data.
- 2) Actionable insight** Clear SPF/DKIM setup instructions and step-by-step guides meant the infosec team could easily make sense of the data, correctly configuring the sending sources at the click of a button.
- 3) Dedicated support** Pipedrive had ongoing support from an OnDMARC Customer Success Engineer, as well as our in-app chat function, to assist in getting to p=reject status rapidly and confidently in only 6 weeks.

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*"OnDMARC's great reporting functionality and the excellent Customer Support Team really helped us understand DMARC, how it works, and everything we needed to do in order to implement it."*

*Martin Leppik, Cyber Security Analyst at Pipedrive*

## Investigate speeds up the journey to DMARC compliance

Within the first 30 days of using OnDMARC, pipedrive.com had seen over 1500 senders attempt to send on their behalf. With OnDMARC's *Investigate* tool, the infosec team were able to quickly send test emails from any sending service Pipedrive used to get the results for SPF, DKIM, DMARC, TLS, FCrDNS, seeing the results within seconds rather than having to wait 24 hours for the next DMARC reports. To help better understand the results, Pipedrive also had access to a dedicated OnDMARC Customer Success Engineer (CSE), who helped to troubleshoot configuration errors that *Investigate* flagged up. Within just 6 weeks, the team had sorted out a number of tricky configurations through this partnership and was then able to confidently update Pipedrive's DMARC policy to p=reject.

## Dynamic SPF overcomes the 10 SPF lookup limit

Having dealt with deliverability problems in the past, the infosec team were aware they needed an automated solution to keep Pipedrive's increasing list of sending services up to date. OnDMARC's unique *Dynamic SPF* feature allowed Pipedrive to not only overcome the SPF lookup limit, but remove the need to manually flatten Pipedrive's SPF record in order to accommodate team requests to add additional sending services. This was a fantastic, future-proofing decision.

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*"Thanks to Investigate we were able to fully configure our sending services without any doubt or hesitation about the DNS changes we made. It clearly highlighted everything that required our attention."*



Martin Leppik, Cyber Security Analyst at Pipedrive

**Get in touch** today to find out more about how OnDMARC can maximize your email security and deliverability.



## REDSIFT

The Red Sift Open Cloud is a data analysis platform that is purpose-built for the challenges of cybersecurity. By harnessing the power of AI we can securely collate, compute & visualize data from thousands of individual signals to help organizations to optimize their cybersecurity.

Products on the platform include OnDMARC and OnINBOX, SaaS applications that work together to close the net on the phishing problem by blocking outbound phishing attacks and analyzing the security of inbound communications for company-wide email threat intelligence.

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