



A WATTS Brand

Bradley Corp. protects 100-year-old brand with Mimecast DMARC Analyzer

Bradley Corp., a family-owned business specializing in commercial washrooms and comprehensive solutions for emergency safety and industrial applications, recognizes that email is a business-critical function that must always be protected. That is why Dave Leannah, the company's VP of IT, made email security and brand protection his first initiative when he joined the company.

"I have a responsibility to not only protect corporate email from cyberattacks, but to protect our employees, customers and supply chain, as well as our 100-year-old brand. And Mimecast is the partner I trust to get the job done," said Leannah.

Customer Vision

"The Mimecast team took a complex project and made it easy. In fact, Mimecast took on so much of the burden that I was able to have an email administrator with zero DMARC experience manage the process. Their guidance and execution were second to none. The result was a successful deployment without any disruption, downtime or stress on my team." said Leannah.

Problem

The IT team needed a security solution that would secure corporate email from cyberattacks and protect company stakeholders and the Bradley brand by stopping direct domain spoofing.

Solution

Mimecast DMARC Analyzer, Email Security & Archiving, IEP, Awareness Training, Sync & Recover, Web Security.

Results

- Stopped hundreds of spoofed domains, leading to protected brand reputation
- Monthly reports detailing who is sending email on Bradley's behalf
- Protection for employees, customers and the corporate supply chain with zero disruption to business
- On-demand support and project guidance with Mimecast Managed Services

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With its DMARC Analyzer cloud solution and Managed Services team, Mimecast quickly proved that it had the infrastructure, mechanics and expertise to successfully guide us through our implementation.”

Dave Leannah, Vice President of IT, Bradley Co

Customer Strategy

Upon joining Bradley Corp., Leannah conducted a preliminary email analysis and quickly discovered that fraudulent senders were issuing thousands of emails on behalf of the company each month. This placed customers, partners and employees at risk of business email compromise and phishing attacks, while also jeopardizing Bradley Corp.'s reputation.

Knowing the damage spoofed domains and forged emails could inflict on the company's entire business ecosystem, he jumped into action.

“I knew a DMARC solution would solve our email spoofing challenges, but quickly realized the implementation and management process for a DMARC project would be too complex for us to take on in-house,” said Leannah.

Customer Outcome

With the Mimecast DMARC Analyzer solution deployed and the help of the Mimecast Managed Services team, Leannah and his team were able to identify who was sending email using company domains, investigate the legitimacy of each sender, and then block domain spoofing attacks targeting employees, customers and supply chain partners.

At the start of the project, Bradley Corp. had two domains in scope, but Leannah quickly discovered hundreds of look-alike domains, along with a cybersquatting domain, which he bought and programmed into Mimecast DMARC Analyzer.

“With Mimecast, we've been able to stop domain spoofing attacks to take back control of the Bradley brand and protect our employees, customers and supply chain — all while keeping our in-house resources focused on strategic business projects. Mimecast is truly committed to our success, and it shows,” added Leannah.