



**TECHSUMMIT19**

BARRACUDA TECHNICAL SUMMIT

# Email Protection Strategy

Mike Flouton

Barracuda

Barracuda

Back to the early 2000s



# REMEMBER

Turn your computer off  
before midnight on

**12/31/99.**





Carlsberg

Carlsberg



TDK  
CAMPION'S LEAGUE WINNERS  
ERANBUL  
2005







BLOCKBUSTER

# BLOCKBUSTER®



50 EURO





Our networks were walled gardens



Mobile devices, wireless networks, BYOD,  
remote workers, IoT

A photograph of a mountain landscape. In the foreground, a set of stone stairs leads up a grassy slope, bordered by a simple wooden fence. The stairs continue up a hillside covered in dense green vegetation. In the background, another hill is visible, topped with a small, white, rectangular structure. The sky is dark and overcast, creating a somber atmosphere.

Everything became an attack surface

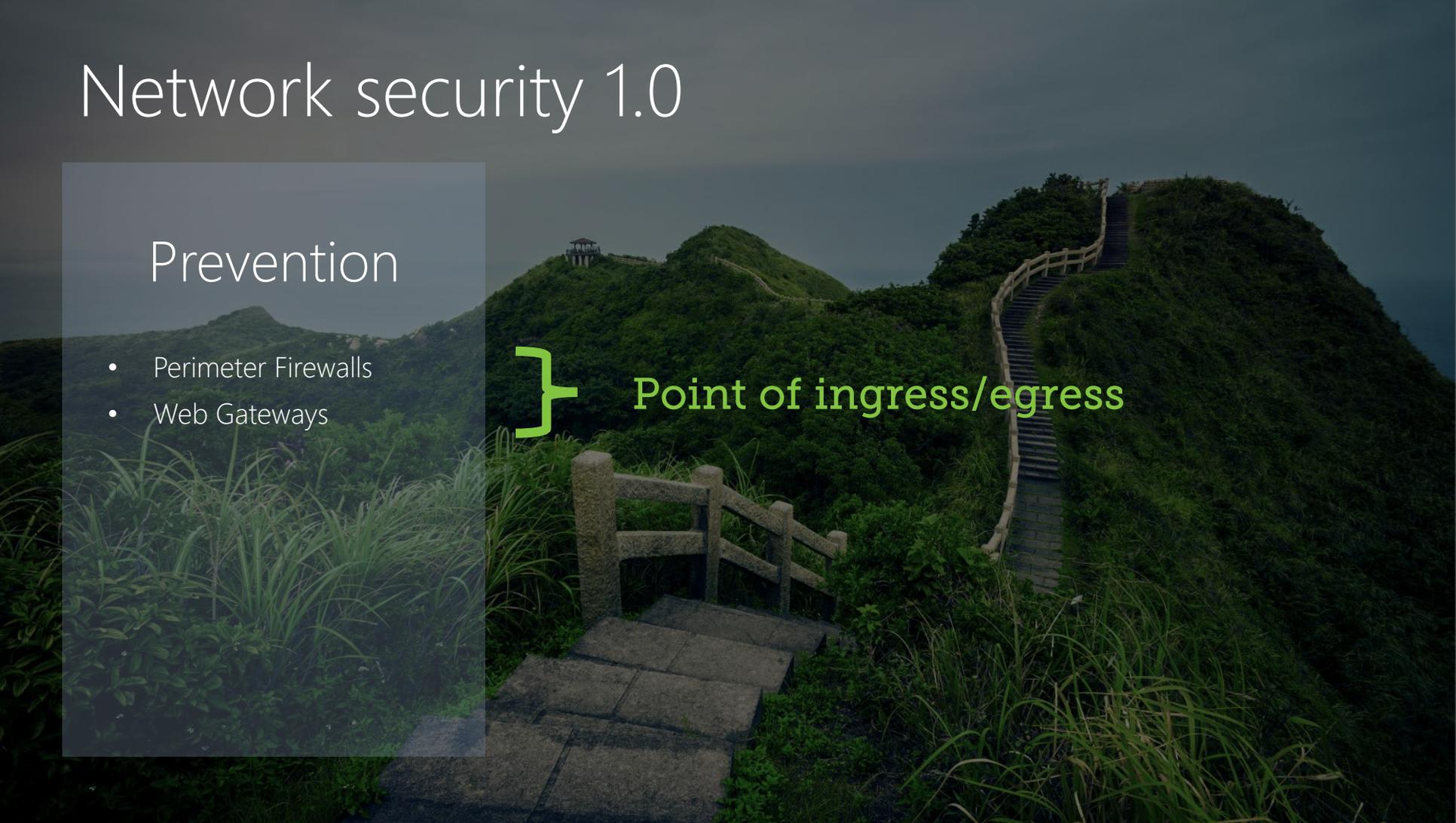
# Network security 1.0

## Prevention

- Perimeter Firewalls
- Web Gateways



**Point of ingress/egress**



# Network security 2.0

## Prevention

- Perimeter Firewalls
- Web Gateways
- Endpoint DLP
- Branch Firewalls
- Web App Firewalls
- Awareness Training
- Network Access Control
- CASB

**Point of ingress/egress**

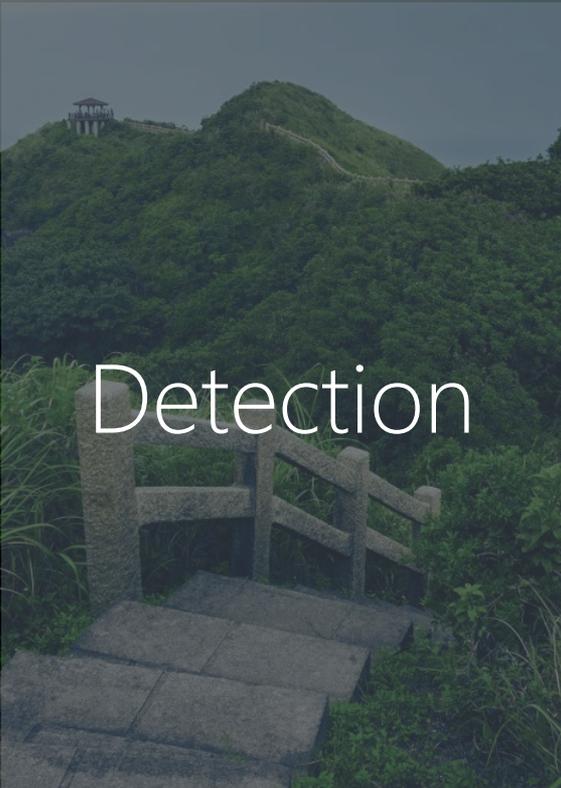
**Point of risk**



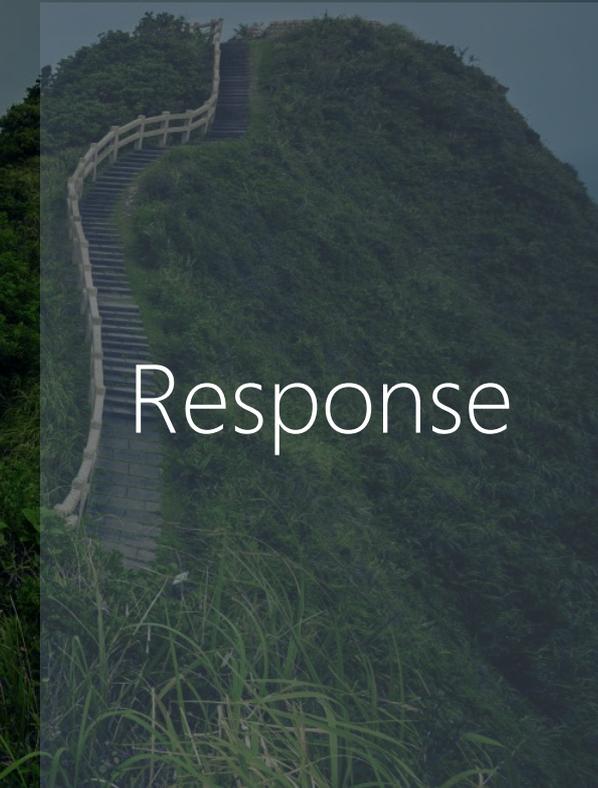
# Network security 2.0



Prevention



Detection



Response

# Email threats 1.0



# Email threats 2.0



# Move prevention to point of risk

## Prevention

- Email Gateway
- Archiving



**Point of ingress/egress**



# Move prevention to point of risk

## Prevention

- Email Gateway
- Archiving
- Inbox BEC Prevention  
Service Impersonation  
Prevention
- User Training
- User Simulation

**Point of ingress/egress**

**Point of risk**



# Invest in detection and response

## Prevention

- Email Gateway
- Archiving
- Inbox BEC Prevention
- Service Impersonation Prevention
- User Training
- User Simulation

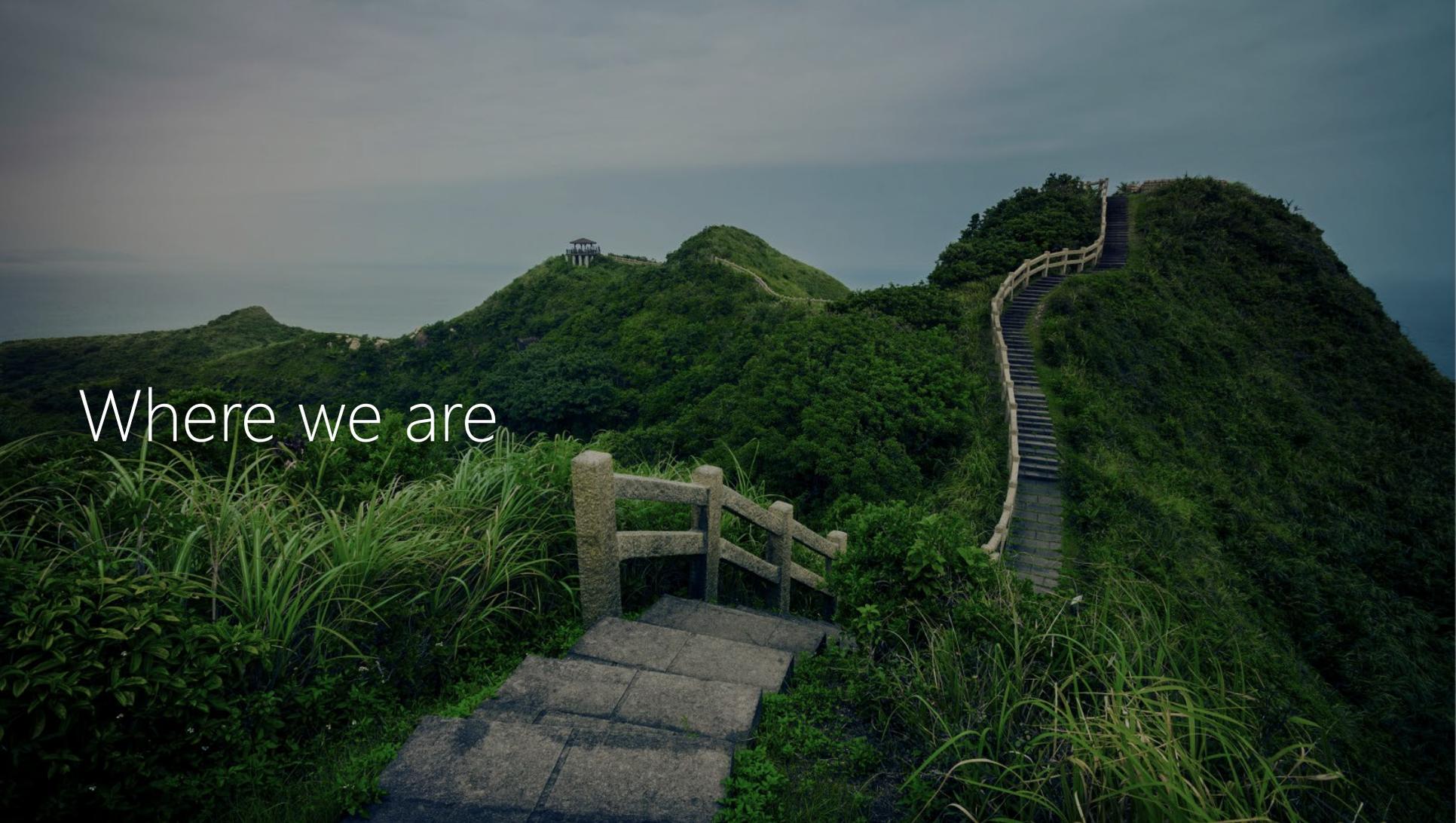
## Detection

- ATO Detection
- Conversation Hijacking Detection
- Threat Hunting
- Brand Spoofing Detection

## Response

- Post Delivery Cleanup
- Password Reset
- User Reported Message Triage

Where we are



# Where we are

Just getting started

Momentum

Leaders

Mid-market  
(500-10,000)

X

SLED  
(State Local, Education)

X

Small business  
(100-500)

X

MSP  
(0-100)

X

# Where is our growth coming from?

**Just getting started**

**Momentum**

**Leaders**

Mid-market  
(500-10,000)

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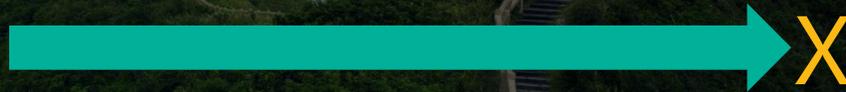
# Where we want to be

Just getting started

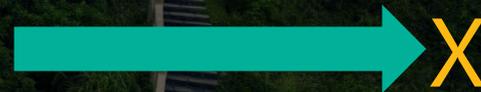
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Mid-market  
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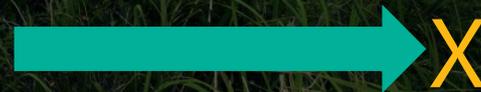
SLED  
(State Local, Education)



Small business  
(100-500)

X

MSP  
(0-100)



Mission: Be the dominant email protection provider in the mid-market and SMB



How do we get there?

# Building the world's most impactful solution

**Security Awareness**

Phishing Simulation and Training

**Inbox Defense**

AI for Social Engineering

Account Takeover Defense

Brand Protection  
DMARC Reporting

**Resiliency**

Cloud Backup

Email Continuity

**Gateway Defense**

Inbound/Outbound Security

Encryption and DLP for Secure Messaging

Archiving for Compliance

Forensics and Incident Response

O365 | G Suite | Exchange

# Making it consumable and easy to sell

Barracuda  
**PhishLine™**

Security Awareness

Barracuda  
**Sentinel™**

Inbox Defense

Barracuda  
**Essentials™**

Resilience

Gateway Defense

Forensics  
and  
Incident  
Response

# Three-pronged approach to growth

Segment	Tell-tale signs	Growth strategy
Existing Barracuda customers	<ul style="list-style-type: none"><li>• Own and love Barracuda products</li><li>• Looking to upgrade an appliance to a cloud solution</li><li>• Own a gateway and are looking for advanced capabilities</li></ul>	Position Total Email Protection as the more advanced and consumable solution from their preferred vendor
Greenfield customers	<ul style="list-style-type: none"><li>• In the market for a full email protection solution</li><li>• Disillusioned with competitor solutions</li></ul>	Position Total Email Protection as the industry's most complete solution, with differentiated prevention, detection and response solutions
Competitive displacement	<ul style="list-style-type: none"><li>• Own a gateway from a competitor</li><li>• Experiencing substantial pain around social engineering</li></ul>	Land and expand. Lead with Sentinel and Forensics as "beyond the gateway" solution, upsell later

# Case studies

A scenic view of a mountain trail. In the foreground, a set of wide, grey stone steps leads up a lush green hillside. To the right of the steps, a simple wooden fence with vertical posts and horizontal rails runs along the path. The hillside is covered in dense green vegetation, including tall grasses and shrubs. In the background, another hill rises, topped with a small, traditional-style pavilion or shrine. The sky is overcast and grey, suggesting a cloudy day. The overall atmosphere is serene and natural.

# Beating Mimecast on their home turf



## Industry:

Tech

## Employees:

400

## Initial Need:

Lots of spear phishing

## Storyline

- Tech company, recently opened a China office
- Started getting tons of spear phishing attacks
- Ran demo of TEP, then scan, then POC
- Adopted Sentinel on top of Mimecast

## Conclusions

- Lead with scan, prove ROI
- Be flexible, find the gap

# New mid-market logo



## Industry:

Construction/Architecture

## Employees:

3,600

## Initial Need:

Way to deal with phishing and spear phishing

## Storyline

- **Jan 2018:**
  - Led with Sentinel to solve spear phishing problem
  - POC demonstrated ROI
  - Sold 1 year of Sentinel and ESS (\$47K)
  - Loved the product
- **June 2018:**
  - Doubled number of employees due to acquisition
  - Wanted to use Barracuda to solve more problems
  - Upsold 5 years of entire total email protection bundle (\$490K)
- **Total: \$547K in one year!**

## Conclusions

- **Land and expand:** Lead with differentiated solution, then upsell the entire portfolio

A high-angle, dimly lit photograph of a man with short dark hair and glasses, wearing a light blue button-down shirt. He is seated at a dark wooden table, focused on typing on a silver laptop. To his left, a white ceramic coffee cup filled with dark coffee sits on a matching saucer. The background is dark and out of focus, suggesting an indoor setting like a cafe or office at night. The overall mood is quiet and professional.

Why we win

# Better than our competitors

Most comprehensive email protection suite, by far

- Forensics and Incident Response is the glue

It's API, not just AI

- The data is the real differentiator, not the algorithms
- O365 API integration gives our AI unfair advantage:
  - Internal communications
  - Historical email patterns
  - Inbox rules
  - IP logins
  - Retroactive deletion
- Zero network impact, can run on top of competitors

Prove we are superior with a scan

# Silver bullet

## Barracuda Email Threat Scanner (ETS) <https://scan.barracudanetworks.com/>

SUMMARY DETECTIONS DOMAINS EMPLOYEES THREAT ANALYTICS

ACME CORP'S SCAN FROM JUN 07, 2017

- 37 Fraudulent emails
- 130 Employees at risk
- 7 Domain fraud risks
- 393 Mailboxes

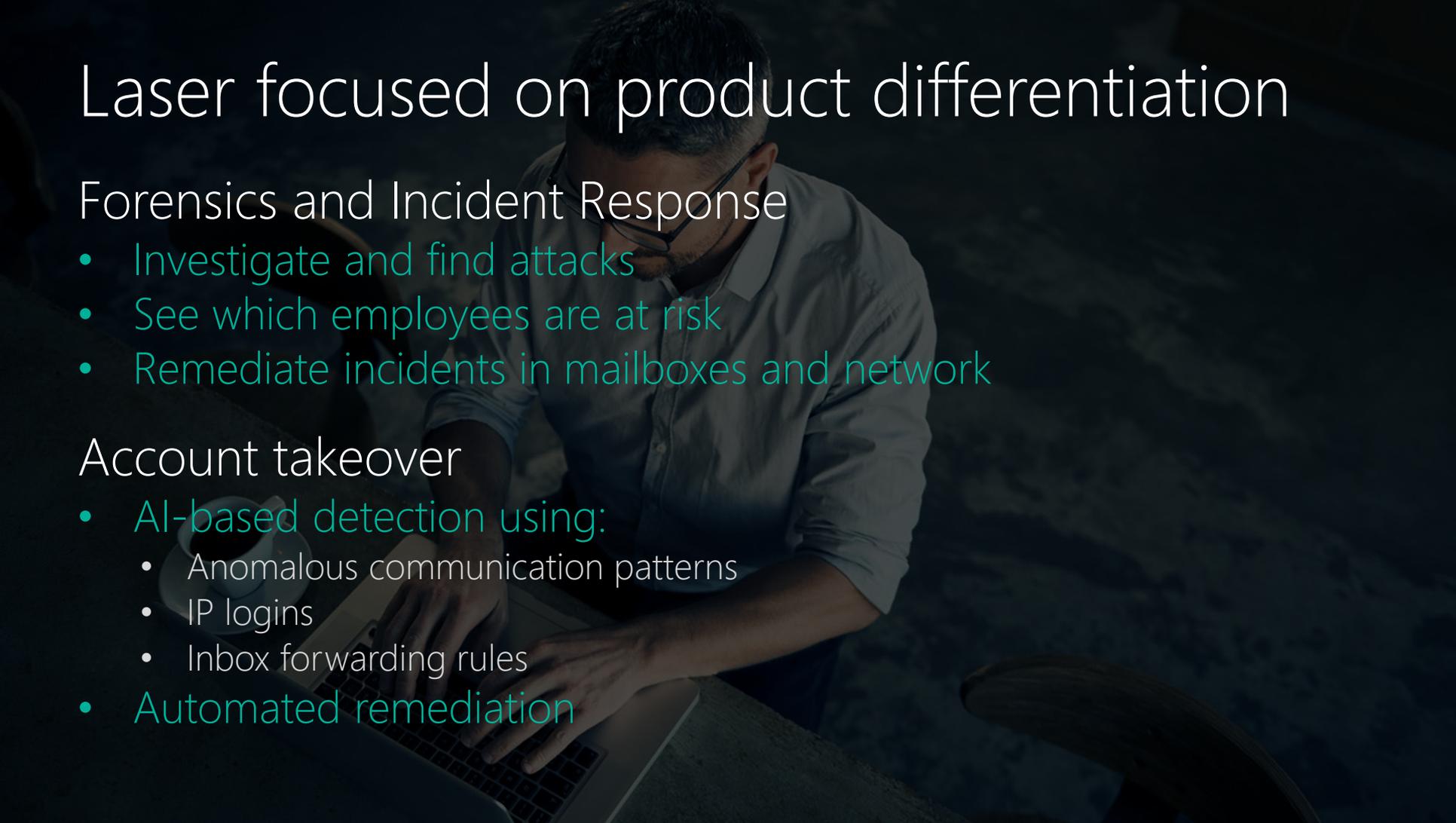
FRAUD

[FILTER ATTACKS](#) [EXPORT TO CSV](#)

Search

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May 31, 2017 9:07 AM	2	<b>Terrilyn Crowmover</b> Accounts Payable Clerk terrilyn.crowmover@acme-corp.com	<b>Urgent</b> From: Maribel Guptill maribel.guptill@mssolutions.com	
May 16, 2017 8:50 AM	1	<b>Amada Oscar</b> Chief Financial Officer amada.oscar@acme-corp.com	<b>Quick one?</b> From: Callie Strobl callie.strobl@acme-corp.com	
May 12, 2017 9:00 AM	1	<b>Amada Oscar</b> Chief Financial Officer amada.oscar@acme-corp.com	<b>Request</b> From: Carletta Ozuna carletta.ozuna@gmail.com	

# Laser focused on product differentiation

A man with glasses and a light blue shirt is sitting at a desk, working on a laptop. The scene is dimly lit, with a cup of coffee on the desk. The background is dark and out of focus.

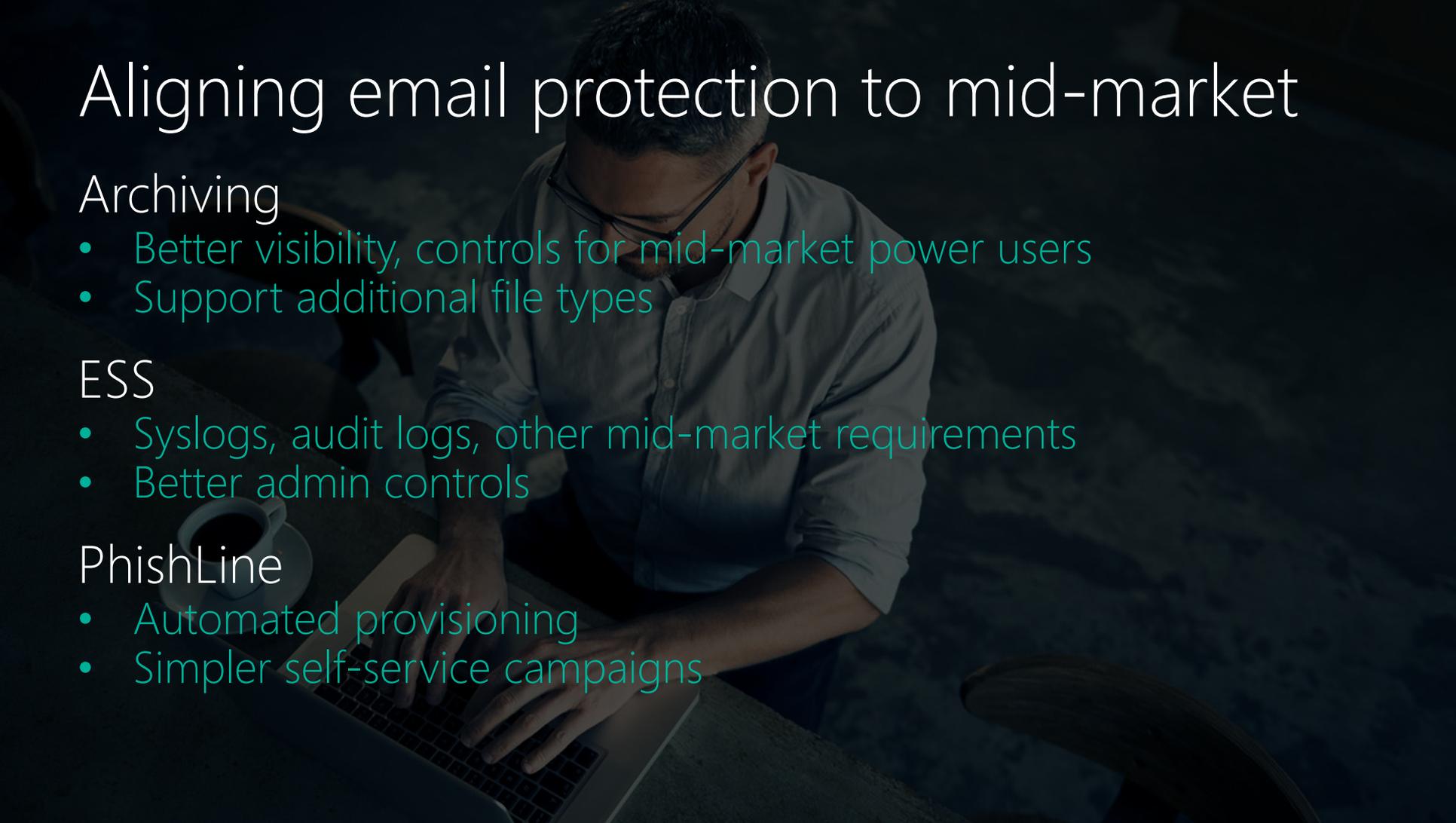
## Forensics and Incident Response

- Investigate and find attacks
- See which employees are at risk
- Remediate incidents in mailboxes and network

## Account takeover

- AI-based detection using:
  - Anomalous communication patterns
  - IP logins
  - Inbox forwarding rules
- Automated remediation

# Aligning email protection to mid-market

A man with glasses and a light blue shirt is sitting at a desk, looking down at a laptop. The scene is dimly lit, with a cup of coffee on the desk to the left. The background is dark and out of focus.

## Archiving

- Better visibility, controls for mid-market power users
- Support additional file types

## ESS

- Syslogs, audit logs, other mid-market requirements
- Better admin controls

## PhishLine

- Automated provisioning
- Simpler self-service campaigns

# Extending email protection to the network

First step on our journey: integrating Barracuda Content Shield with Email Protection Suite

## Incident Remediation - Policy Options



Completion might take several minutes.

Quarantine all **future** inbound emails

This action adds a global policy to Sender Policies in your Barracuda Email Security Service account.

By all unique **senders** involved

By all unique **domains** involved

Block all user web traffic for domains contained in links

This action adds block exceptions to DNS Filtering in your Barracuda Content Shield account. [Learn more.](#)

CANCEL

REMEDIATE

# Doubling down on MSPs

Helping MSPs adopt our products

- Easier signup for entire bundle
- Make it very easy to start using products

Better reporting and management

- Admin roles
- Syslogs and audit logs



Moving forward



## POP QUIZ

What's the most important thing to do if you want to differentiate Barracuda email protection?



# Silver bullet

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# Follow the strategy

Get your customers beyond the gateway

- Prevention needs to shift to the point of risk
- Compromise is inevitable – think about detection and response

Use the growth playbook to

- Increase revenue from existing customers
- Win new accounts with a highly differentiated offering

Run the scan!





# Thank you

 Barracuda®

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