



TECHSUMMIT19

BARRACUDA TECHNICAL SUMMIT

Email Protection Strategy

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Back to the early 2000s



REMEMBER

**Turn your computer off
before midnight on**

12/31/99.













BLOCKBUSTER®



50

EURO
ΕΥΡΩ

G R E E C E





Our networks were walled gardens



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

A photograph of a mountain trail. In the foreground, a set of wide stone steps leads up a grassy slope, bordered by a simple wooden fence. The trail continues up a steep, grassy hillside. In the distance, another hill is visible with a small, dark structure on its peak. The sky is overcast and grey.

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

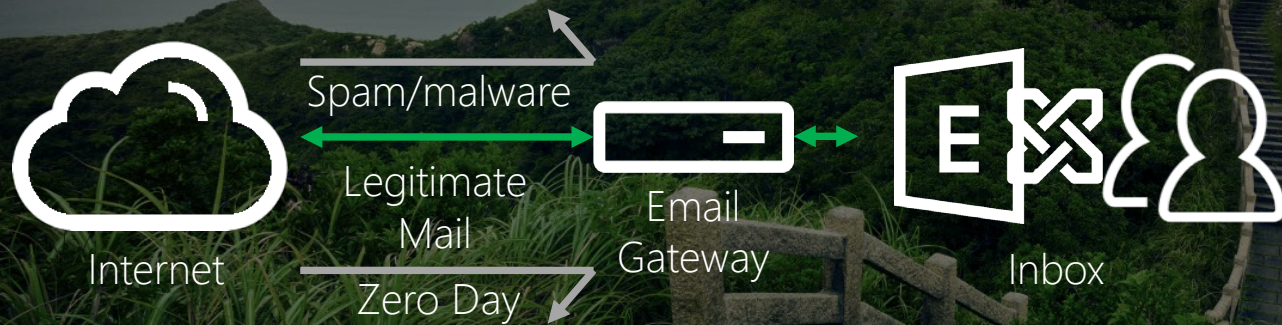


Detection



Response

Email threats 1.0



Email threats 2.0



Move prevention to point of risk

Prevention

- Email Gateway
- Archiving



Point of ingress/egress



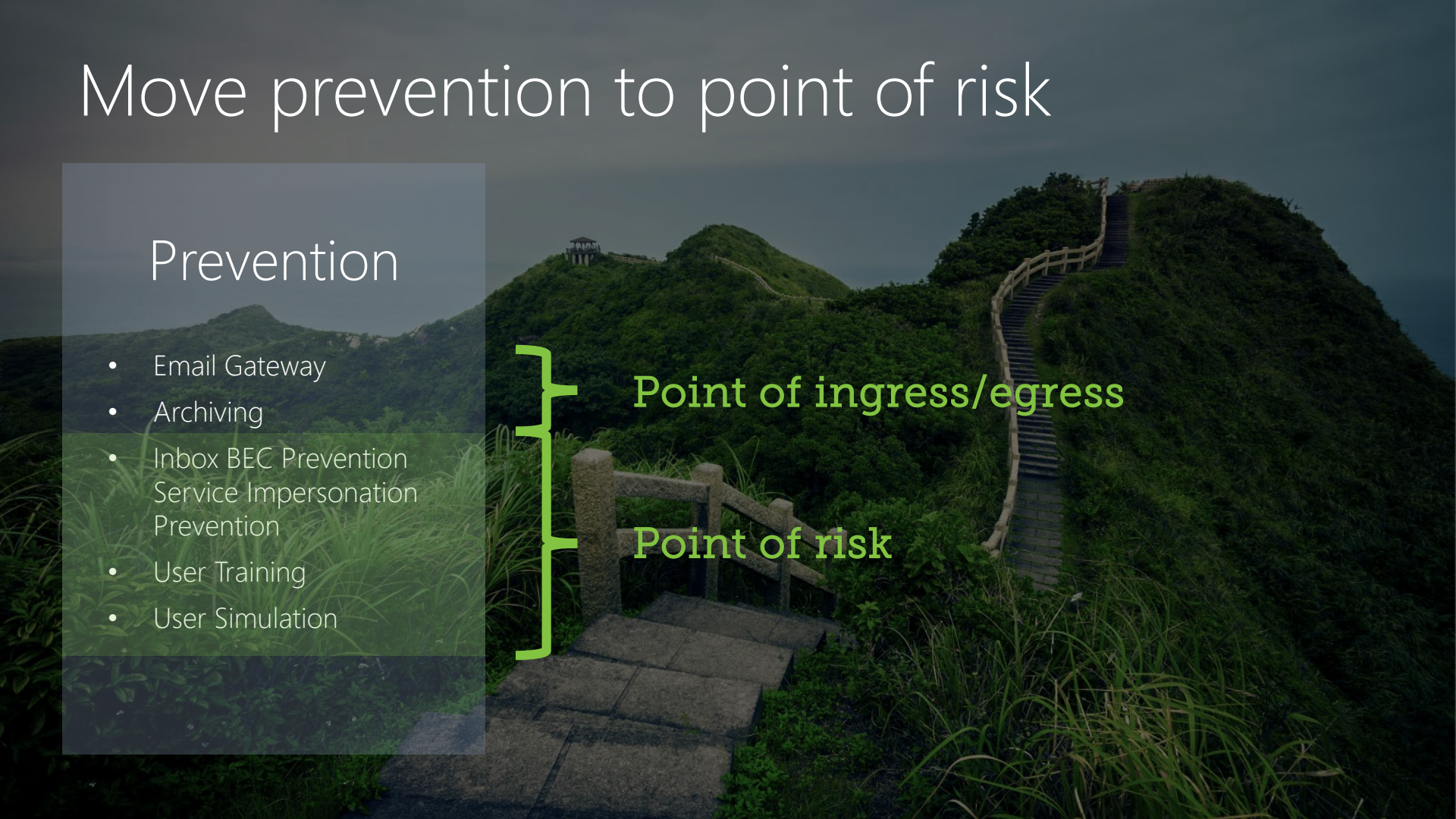
Move prevention to point of risk

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

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Mid-market
(500-10,000)

X

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(State Local, Education)

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Small business
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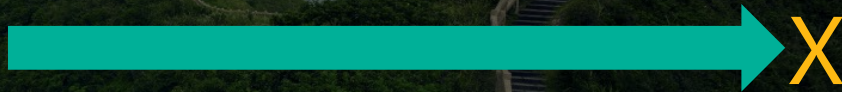
Where we want to be

Just getting started

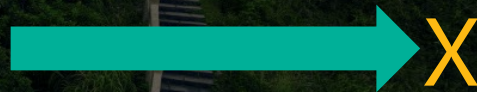
Momentum

Leaders

Mid-market
(500-10,000)



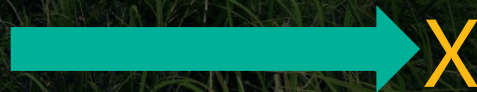
SLED
(State Local, Education)



Small business
(100-500)



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">• Own and love Barracuda products• Looking to upgrade an appliance to a cloud solution• Own a gateway and are looking for advanced capabilities	Position Total Email Protection as the more advanced and consumable solution from their preferred vendor
Greenfield customers	<ul style="list-style-type: none">• In the market for a full email protection solution• Disillusioned with competitor solutions	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">• Own a gateway from a competitor• Experiencing substantial pain around social engineering	Land and expand. Lead with Sentinel and Forensics as "beyond the gateway" solution, upsell later

Case studies



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, textured table, focused on typing on a silver laptop. To his left sits a white ceramic cup of dark coffee on a matching saucer. The background is a vast, dark body of water with subtle ripples, and the overall atmosphere 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

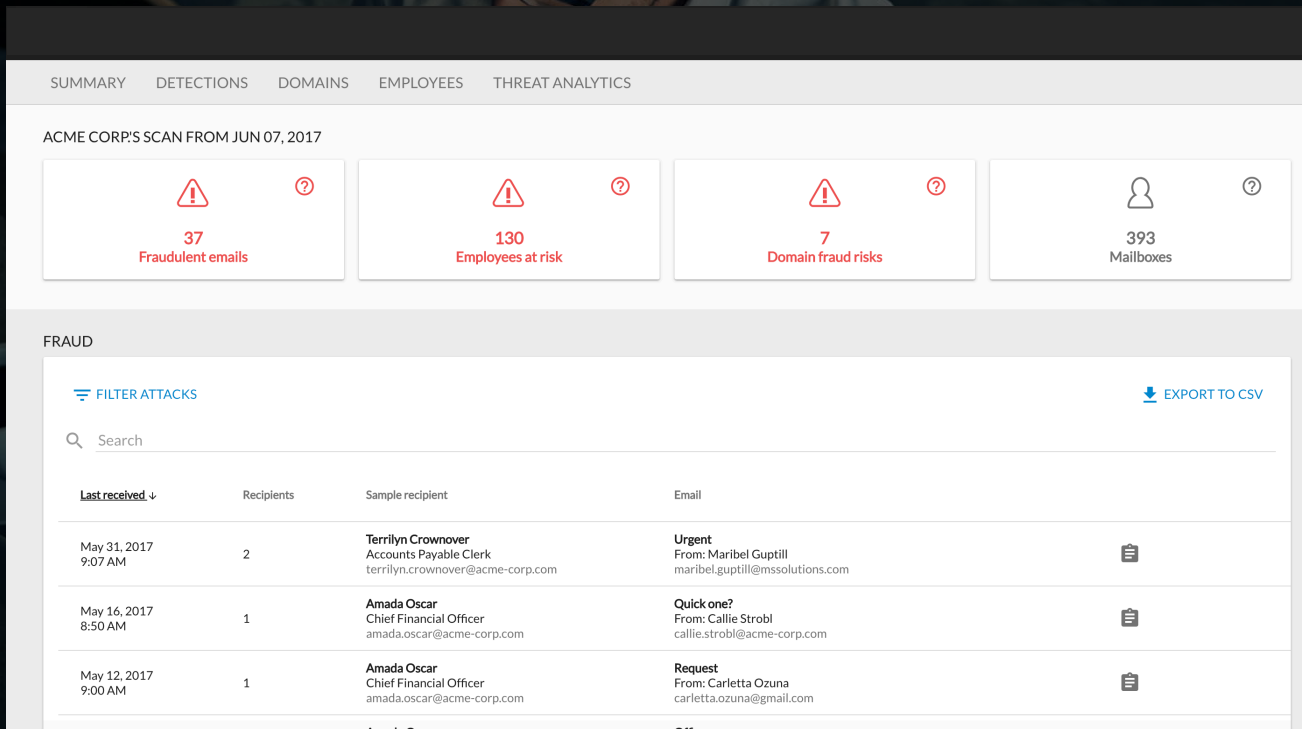
It's API, not just AI

- 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 logs
 - 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/>



The screenshot displays the Barracuda Email Threat Scanner (ETS) interface. At the top, there are navigation tabs: SUMMARY, DETECTIONS, DOMAINS, EMPLOYEES, and THREAT ANALYTICS. Below these, the header indicates the scan was performed on ACME CORP'S on JUN 07, 2017. The main section features four summary cards, each with a red warning icon and a question mark icon. The first card shows 37 Fraudulent emails. The second card shows 130 Employees at risk. The third card shows 7 Domain fraud risks. The fourth card shows 393 Mailboxes. Below this, the 'FRAUD' section is visible, featuring a 'FILTER ATTACKS' button and an 'EXPORT TO CSV' button. A search bar is also present. The main table lists detected threats with columns for Last received, Recipients, Sample recipient, and Email. The table contains three entries, each with a copy icon.

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

Laser focused on product differentiation

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 button-down shirt is sitting at a desk, working on a laptop. He is looking down at the keyboard. On the desk, there is a white cup of coffee on a saucer. 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

1 2 3 4 5 6

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



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

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



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

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