RENTOKIL ENHANCE THEIR GOOGLE WORKSPACE WITH ONDMARC AND ONINBOX FOR COMPREHENSIVE EMAIL PROTECTION

As world leaders in Pest Control and Hygiene services, Rentokil Initial plc employs 45,000 people across 87 countries to deliver services that protect people and enhance lives for commercial and private customers globally.

Enterprise-level BEC protection needed

Pete Shorney, Global Head of Information Security at Rentokil, oversees and manages a vast global security footprint with over 180 email domains. As a business that carries out a large number of acquisitions every year, Rentokil is very much in the public eye - making them a perfect target for hackers. Following a flurry of attempted impersonation attacks on senior managers, Pete turned to Red Sift to round out Rentokil's enterprise-level Google Workspace infrastructure and stop Business Email Compromise (BEC) attacks in its tracks.

Highlights

OnDMARC

- Of an average 10,553,406 emails sent each month, 99.7% are authenticated by OnDMARC

- Rentokil has seen a 99.95% decrease in DMARC failures since implementing OnDMARC

OnINBOX

- Over 10 million emails scanned by OnINBOX per month

- On average, 700,000 emails flagged as suspicious by OnINBOX per month

- 300+ emails reported as suspicious to the IT security team by Rentokil users via OnINBOX

Together, OnDMARC and OnINBOX cover all the bases

While BEC was the main driver in Pete's quest for a solution, Red Sift worked closely with Rentokil to scope out and address each of their other equally crucial email security requests, such as:

› **Visibility into the supply chain** Pete noted, "It was essential for us to get control of and authenticate the estate that was sending emails on our behalf. OnDMARC allowed us to do that with speed and ease."

› **Helping users recognize potential threats** Following the OnDMARC implementation, OnINBOX was deployed to empower and educate Rentokil's employees with traffic light threat indicators in every email they receive.

› **Improving email deliverability** For Pete, "another driver was to ensure marketing material was being delivered with proper authentication."

> 66 We needed our vendor to deeply understand Google, be ISO 27001 compliant and secure in their privacy protocols, and be willing to engage with us and develop a product with our input. Red Sift does all of those things. It is a true partnership.
>
> Pete Shorney
> **HEAD OF GLOBAL SECURITY**
> **RENTOKIL**

Layering Google Workspace with OnDMARC and OnINBOX

Before discovering Red Sift, Rentokil had struggled to find a vendor who had a comprehensive grasp of Google Workspace. "There are not many products on the market that made us confident in their understanding of Google Workspace." Pete says, "It seems they all focus on Microsoft Office 365 - but Red Sift does both. They have a demonstrable understanding of the Google environment."

Red Sift's Customer Success team worked closely with Pete and his team to get OnDMARC implemented, eliminating the risk of exact domain impersonation and phishing attacks. OnDMARC and OnINBOX both integrate seamlessly into Google Workspace via their API, making for quick and easy deployment without the need to install any software.

The successful layering of Rentokil's existing email infrastructure with Red Sift's product platform was the reason a successful proof of concept developed into a fruitful, lasting business relationship.

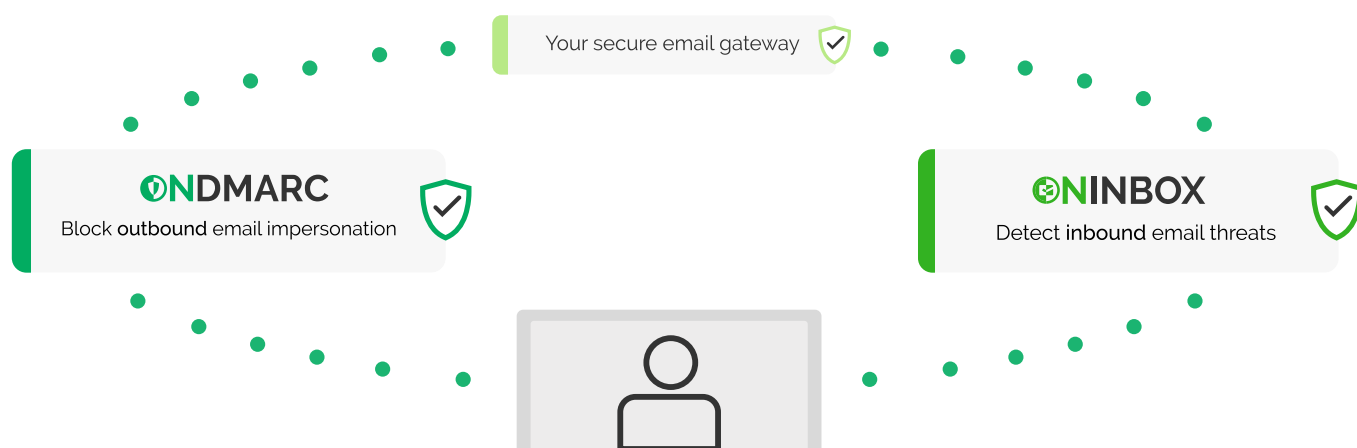## In-depth supply chain insights

The visibility that both OnDMARC and OnINBOX provide is something Pete deems one of the platform's greatest value-adds. OnDMARC gives visibility into all outbound emails being sent from Rentokil's domains, so not just their legitimate emails but also any shadow IT and potentially malicious third parties sending emails impersonating them. This was vital to know in order to bring any business-critical services, like invoicing systems, finance, and customer contact tools, into view so that they could be legitimized and authenticated.

> " Google filters out the malware, OnDMARC protects us from phishing, and OnINBOX is successful in highlighting otherwise impossible-to-spot BEC attacks.
>
> Pete Shorney
> **HEAD OF GLOBAL SECURITY**
> **RENTOKIL**

OnINBOX gives the supply chain overview for inbound emails. This is an in-depth view into who is interacting with your employees and what type of risks exist, enabling InfoSec teams to easily spot vulnerabilities before they are exploited by cybercriminals. As Pete puts it, "OnINBOX Manager is a powerful tool, giving essential visibility."

Your secure email gateway

ONDMARC
Block **outbound** email impersonation

ONINBOX
Detect **inbound** email threats

Ready to secure your organization's email inboxes against phishing?   CONTACT US   **RED SIFT**
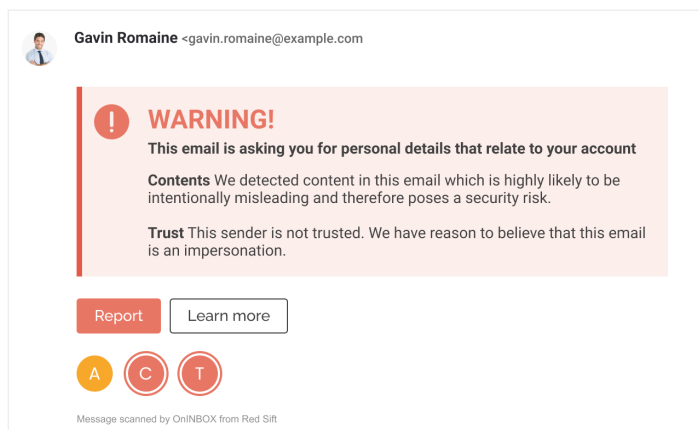
Complementing phishing awareness training

Pete is a firm believer in empowering his employees beyond just traditional phishing awareness training. While Rentokil has this training in place, they also recognize that "improvement is difficult to see with phishing training. It has to be backed up with in-the-moment alerts."

OnINBOX provides the end-user with simple, intuitive traffic light threat indicators in every email they receive, instantly letting them know whether it's trustworthy or malicious.

Pete commented, "it is not realistic to assume that all users will be good at recognizing phishing emails. OnINBOX supports the idea that behavior doesn't change overnight, even if regular phishing awareness training is given. With this solution, employees are empowered in their moment of need."

Gavin Romaine <gavin.romaine@example.com

WARNING!
This email is asking you for personal details that relate to your account

Contents We detected content in this email which is highly likely to be intentionally misleading and therefore poses a security risk.

Trust This sender is not trusted. We have reason to believe that this email is an impersonation.

Report   Learn more

A C T

Message scanned by OnINBOX from Red Sift

> " Red Sift builds innovative products with advanced features sets. They are a good fit with Rentokil's technical environment and clearly allow us to see ROI.
>
> Pete Shorney
> **HEAD OF GLOBAL SECURITY**
> **RENTOKIL**

For an organization like Rentokil, where the level of email volume processing across credit control, debt control, and customer contact is vast, Pete commented that "OnINBOX gives the employees in these departments a very quick, simple, visual means to check whether an email is good or bad. It makes our world a lot safer."

Get in touch today to find out more about how OnDMARC and OnINBOX work together to secure in-and-outbound email.

GET IN TOUCH

RED SIFT

Red Sift enables security-first organizations to successfully communicate with and ensure the trust of their employees, vendors and customers. As the only integrated cloud email and brand protection platform, Red Sift automates BIMI and DMARC processes, makes it easy to identify and stop business email compromise, and secures domains from impersonation to prevent attacks.

Founded in 2015, Red Sift is a global organization with international offices in the UK, Spain, Australia, and North America. It boasts a client base of all sizes and across all industries, including Wise, Telefonica, Pipedrive, ITV, and top global law firms. Find out how Red Sift is delivering actionable cybersecurity insights to its global customers at redsift.com.

🌐 redsift.com

✉ contact@redsift.com

🐦 @redsift