

Reduce the Cost of Email Security

IPM, A CERTIFIED MICROSOFT SECURITY PARTNER, SHOWS YOU HOW...

Email remains the most common source of malware and phishing attacks. The 2019 Verizon Data Breach Investigations Report¹ found that almost all malware (94%) arrived on computers via email and the number one type of social engineering attack, accounting for more than 80% of reported incidents, is phishing. As the COVID-19 pandemic unfolded, attackers and scammers have used COVID-oriented email as a lure to attack users.

Secure email gateways (SEGs) are usually the first line of defense against these threats. Email security solutions typically cost between \$20 and \$30 per user per year for the core threat protection capabilities: costs can be significantly higher for smaller organizations. When renewing email security solutions, security and risk management leaders should remember that there are potential cost savings to be had with a thorough evaluation of these applications.

Customers turn to IPM as their trusted advisor when it comes to evaluating how to reduce the cost of their email security solutions. No one wants to loosen up their security posture, but with the rapid development of inherent security features in O365, one must question this. IPM has assisted dozens of customers with evaluating this decision.



¹ [Verizon 2019 Data Breach Investigations Report](#)



Josiah Meurer, Microsoft Practice Director for IPM, says that as part of his routine check-ins with customers, this topic invariably comes up. “People are always evaluating their budgets and looking for ways to cut costs,” says Meurer. “Email Security is often one of the first things to come up.”

IPM advises a two-step approach to looking at email security costs. The first step is reviewing the current capabilities and effectiveness of the third-party tool you are using. What is it actually doing for you, and is using this service effective? Meurer mentions it is possible some of the features are not currently being used by the organization. Technologies change so fast that some of the features of the application may have become obsolete. It is a good best practice to set regular evaluations of these programs.

Meurer counsels, “The next step is to evaluate alternatives. Based on the necessary requirements, customers should look at options beyond traditional email gateways, including using the features built into already existing cloud email solutions, like O365.” With solution offerings changing so rapidly, this should be evaluated for cost savings.

IPM’s President Phil Alberta adds, “It’s exciting to see clients working with IPM protecting the strength of their network security yet reducing cost. This is what differentiates IPM from the market: collaborating with our customers to find efficient and effective security solutions.”

If you’d like to discuss protecting your network or reducing email security costs in more detail, contact us today to get started! ●

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*Josiah Meurer,
Microsoft Practices
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IPM is a US-based IT Consulting partner with 35 years’ experience planning, deploying and supporting all aspects of IT infrastructure for our customers. We enable customers to transition to the cloud by selecting the right cloud model for their goals. We partner with best of breed technology partners to help organizations collaborate and be more productive, wherever they are working. Security is the cornerstone of all of the solutions we develop with a special focus on highly regulated industries and compliance. With strong partnerships and certification at the highest levels with partners including Microsoft, DellEMC, Citrix, VMware and Amazon, we have the ability to create and deliver secure IT solutions to meet your business needs and project budgets.



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