



# Trustifi

TRUSTIFI COST SAVINGS  
**CASE STUDY**

## Email Security Consolidation for the Midsize Market



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**Gartner.**

Trustifi has been recognized in the most recent **Gartner Market Guide for Email Security** as a Representative Vendor for its Outbound Shield, Inbound Shield, and Email Account Compromise Detection products

[www.trustifi.com](https://www.trustifi.com)

The following is a case study for cost savings discussing the challenges with the midsize market space faces each day with global threats while managing within limited resources.

**The midsize market specifically is more impacted than the rest.**

Midsize organizations face continued challenges in the following for email security and protection:

- **Unable to manage** the exponentially increasing need for monitoring, response, and remediation of security events
- **The need to consolidate platforms** while reducing vendors and cost.

**The financial analysis below demonstrates the cost savings for midsize organizations** leveraging Trustifi's full email security suite combined with their email-managed detection and response (EMDR) services compared to a client using a multi-vendor solution needing to leverage internal IT and SecOps resources to manage the platform.

**Traditional Email Security Solution**

Multi-vendor with Internal resources

Cost per year **\$361,000**



**Trustifi - Full solution email security with EMDR**

Cost per year **\$118,000.00**

Savings of **\$243,000.00** per year

# What are the critical pillars for email security?

**Gartner's analysts** say that. "With the rise of Business Email Compromise-type phishing, no secure email gateway (SEG) is 100% effective in blocking all attacks. This increase requires an additional email security solution for organizations. Ransomware, impersonation, and account takeover attacks are increasing and causing direct financial loss as users place too much trust in the identities associated with email."

**Gartner clients** increasingly express frustration with the operational complexity of the modern security stack, specifically the on-premise and cloud-based email security platforms. Given the human capital constraints to hiring and retaining qualified security teams, efficient cybersecurity remains out of reach for most organizations. As such, there is an increased desire to consolidate security products into multifunction solutions addressing a broad set of related challenges, such as securing "hybrid work" or "cloud workloads."

## Global Ransomware Damage Costs

2015 : \$325 Million

2017 : \$5 Billion

2021 : \$20 Billion

2024 : \$42 Billion

2026 : \$71.5 Billion

2028 : \$157 Billion

2031 : \$265 Billion

## The financial impact on organizations supporting email security

Email attacks have become more advanced and targeted; security architects often create a custom email security stack from multiple providers to protect against the evolving threat landscape. While this may help prevent attacks, it is expensive, complex, and difficult for an organization to manage effectively. Many of the multi-vendor solutions often lack proven interoperation and interconnect capabilities including accessing common APIs and data.

Organizations facing increases in attacks across legacy and evolving vulnerabilities can not continue to deploy additional products or services to solve the problem. In time, the client will have so many devices and service layers that the entire security posture becomes unmanageable.

# Trustifi holistic approach to email security platform for midsize market place



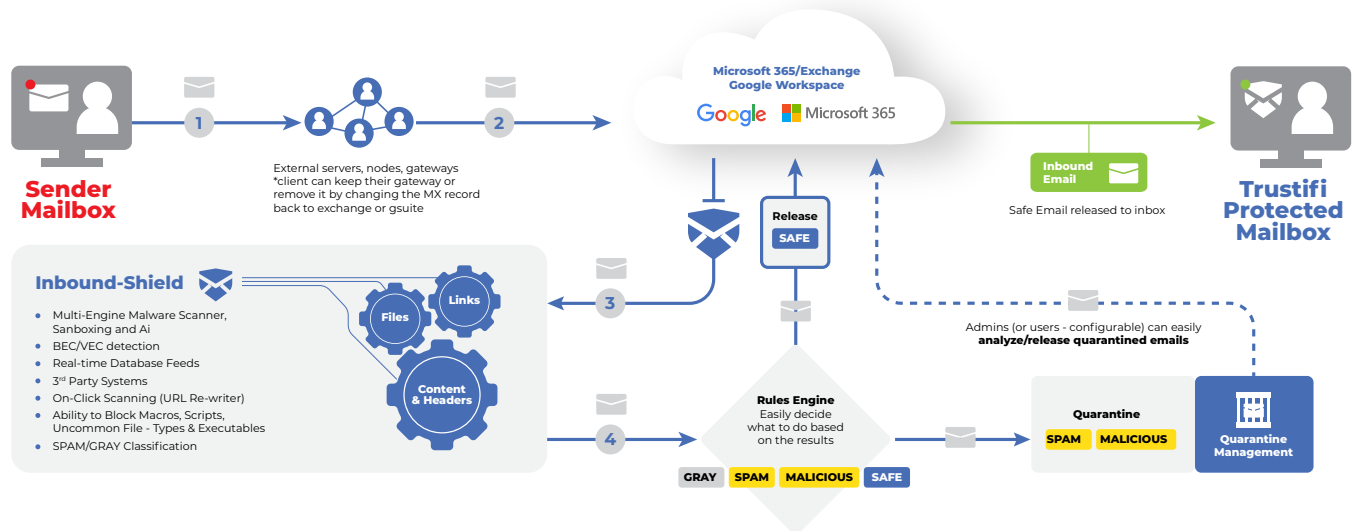
**Trustifi's holistic email security** service offers several capabilities for midsize clients, including one-click compliance for email encryption, data loss prevention, inbound and outbound phish, malware protection, and **security-as-a-service offering**.

- **The Trustifi Inbound Shield™** is cloud-based, easy to install, and doesn't require any architecture changes. You get peace of mind that your emails are protected, without any complex setup or concerns about missing email messages. Plus, it deploys in minutes, not days.
- **The Trustifi Outbound Shield** automatically scans and encrypts outgoing email messages according to administrators' policies, so any emails that contain sensitive information are automatically secured.
- **The Trustifi One-click for compliance for encryption.** With the One-Click Compliance tool, administrators can easily set the platform to screen emails to ensure they automatically comply with more than ten regulatory compliance guidelines including PCI-DSS, GDPR, CCPA, NIST-800-53, FERPA, and ISO 27000 series.
- **The Trustifi Data Loss Prevention.** The system automatically scans outgoing emails and applies the rules set by your administrator, then finds the keywords and automatically encrypts and locks the relevant outgoing emails without any input from the user.
- **The Trustifi cloud-based email archiving for e-discovery.** Email archiving is required for organizations that face any form of e-discovery for lawsuits. Several states, including California (CCPA), mandates organizations to retain copies of the email for legal discovery purposes. Clients leveraging Trustifi's email archive will have full access to copies of messages for e-discovery to support retention management, chain-of-custody, complex searching, and data export to third parties.
- **Trustifi Account Compromise Detection** Trustifi will immediately identify when an email account has been compromised across all departments, employees, and users.

**Trustifi ease-of-use deployment and manageability.** Trustifi email security can be enabled in minutes by leveraging API connections to O365 and Gmail or by relay to any other SMTP-based mail system. No complex setup, adjustments to A or MX records, or other changes to your DNS.



## DATA INBOUND FLOW ARCHITECTURE



## Trustifi EMDR (Email Managed Detection and Response)

For midsize clients looking for complete turn-key email security solutions, Trustifi offers EMDR services:

- + Full setup and configuration of the email security environment
- + Daily review of quarantined emails and release of legitimate emails
- + Adaptation of security to comply with companies regulations/compliances
- + Custom DLP/encryption rules and policy creation

# Trustifi cost savings for the midsize marketplace

With Trustifi vendor consolidation and reduction of resource cost allocation, they align to the needs of the midsize clients while not compromising on email protection.

Trustifi continues to add capabilities to its platform to help future-proof protection for its clients without adding additional complexity when enabling these new services.

To better support the midsize marketplace, Trustifi offers consolidated solution pricing for better cost savings. Trustifi requires fewer security operations, time allocation, and management resources. The solution is API based, not an appliance requiring a complex re-configuration of your email flow. Trustifi installs in minutes and requires no maintenance or upkeep. Trustifi's **security-as-a-service** offers clients access to experts to assist with the implementation.

## Trustifi Advanced Email Security Solution

### Vendor Consolidation Strategy

	Cloud Based (yearly)
Trustifi Inbound Shield & Outbound	\$52.00
Trustifi Email Encryption/DLP	covered
Trustifi Email Archiving (per mailbox)	\$48.00
Trustifi MFA (per user)	covered
Per user per year cost	\$100.00
<b>1000 users 1-year subscription</b>	<b>\$100,000.00</b>

Security Operations Resources	Annual Salary	Allocation of time for email security
Security Engineer - 10%	\$115,000.00	\$11,500.00
Incident Response Engineer (30%)	\$95,000.00	\$28,500.00
Email Administrator (10%)	\$85,000.00	\$8,500.00
		<b>\$48,500.00</b>
<b>License and Operations Cost Per year</b>		<b>\$148,500.00</b>
<b>Cost per user</b>		<b>\$148.50</b>



## Trustifi EMDR is a cost-saving value to the SMB.

### Trustifi Advanced Email Security Solution

Vendor Consolidation with Trustifi EMDR	Cloud Based (yearly)
Inbound Shield & Outbound	\$52.00
Email Encryption/DLP	covered
Email Archiving (per mailbox)	\$48.00
MFA (per user)	covered
Total per cost per year per user	\$100.00
<b>1000 users 1-year subscription</b>	<b>\$100,000.00</b>
<b>EMDR Service 1-Year 1000 users</b>	<b>\$18,000.00</b>
<b>Total</b>	<b>\$118,000.00</b>
<b>Cost per user</b>	<b>\$118.00</b>



### Final Analysis - Trustifi delivers dollars back to the client's business

By comparing all four options supporting 1000 users midsize market, Trustifi's vendor consolidation strategy along with leveraging EMDR services delivers a lower cost per year compared to traditional email security solutions requiring investments in security operations resources.

	Annual Costs	Per User	Total per Year	Dollars Saved using Trustifi EMDR
Traditional Email Security Solution - single or multi-vendor - No EMDR	\$361,000	\$361	\$361,000	<b>\$243,000</b>
Traditional Email Security with managed services - with EMDR	\$461,000	\$461	\$461,000	<b>\$312,500</b>
Trustifi Advanced Email Security - consolidation 0 No EMDR	\$148,500	\$148.5	\$148,500	<b>\$30,500</b>
<b>Trustifi Advanced Email Security - Security-as-a-service (EMDR)</b>	<b>\$118,000</b>	<b>\$118</b>	<b>\$118,000</b>	

# Conclusion

**Trustifi is a cyber security firm featuring solutions delivered on software as a service platform.** Trustifi leads the market with the easiest to use and deploy email security products, providing both inbound and outbound email security from a single vendor.

Customize a complete email security and compliance solution for your whole organization in minutes.



## Outbound Shield

- Email Encryption and Recipient Multi Factor Authentication
- Data Loss Prevention and Email Data Exfiltration
- One-Click Compliance™



## Inbound Shield

- AI engines to keep inbox clean
- Advanced Threat Protection
- Phishing and BEC Protection
- Stop SPAM and Gray Mail



## Account Compromise Detection

- Instantaneously Identify Accounts that Have Been Compromised
- Automatically Block Access to Compromised Accounts



## Advanced Cloud Email Archiving

- A cloud-based secure and convenient way to access emails
- Define controls and permissions to monitor and record user's activities
- Easily share data, cases and queries



★★★★★ 4.8/5



★★★★★ 5/5



★★★★★ 4.8/5

As a global cybersecurity provider of both inbound and outbound email protection, **Trustifi** currently supports customers from countries including the USA, Canada, Brazil, the Dominican Republic, the UK, the Netherlands, India, the UAE, China, Japan, Cyprus, the Philippines, and more. The company has also developed “One-Click Compliance” capabilities that cater to world security regulations, including **PDPO** for Hong Kong, **POPI** for South Africa, **GDPR** for Europe, and **LGPD** for Brazil.



# Trustifi: Email Security Solutions

Whether you're looking for an extra layer of protection in your existing email environment or a complete suite solution, the expertise, and simplicity Trustifi offers will exceed your expectations. Let's discuss a customized email security plan that fits your needs perfectly.



**Request A Demo**

**Trustifi**

