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GCloud 15 Service Definition for Cloudflare Email Security

Cloudflare Email Security

Solution Overview

Greater protection & simplicity

Implement layered security that delivers greater protection at a fraction of the cost

As phishing attacks continue to proliferate, Microsoft and Google have continued to build out native functionality that enables essential email and data protection capabilities, such as authentication, archiving, and client-side encryption. However, threat actors have evolved their tactics to execute more targeted and evasive attacks that often bypass native security controls and yield a higher success rate.

By layering on Cloudflare, organizations can automatically block or isolate targeted phishing attacks that leverage malicious links, attachments, and compromised accounts to steal sensitive information and commit financial fraud.

Augment your existing email security controls

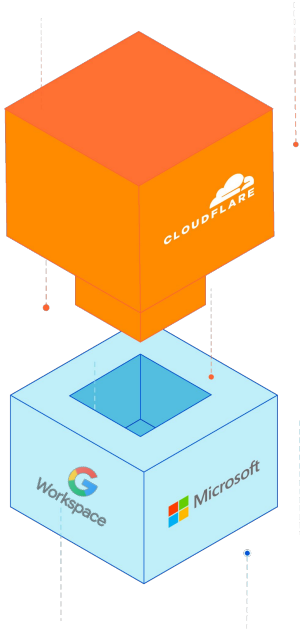
Cloudflare's cloud-native email security solution can be deployed in minutes to enhance existing SEG deployments or complement the built-in email capabilities provided by Microsoft and Google. With little to no tuning required, organization's can achieve greater phishing protection with less time and effort dedicated to ongoing security management.

Solution strategy

Complementary
Augments email provider's native capabilities and other existing email security controls

Consolidated
Integrated w/ Zero Trust platform to provide defense-in-depth for multi-channel phishing protection

Continuous
Pre/post-delivery protection that safeguards employees at every stage of a phishing attack



Email Security + Zero Trust

BEC | Email Links | Payloads

Web Links | Cred Theft | Data Loss | Malicious Apps

Zero Trust enabled

Email Provider

Archiving | Encryption

Bulk | Spam

Cloudflare Impact

1. Low-touch, high-efficacy phishing protection
2. Greater consolidation, lower overall cost
3. Fast to deploy, easy to manage

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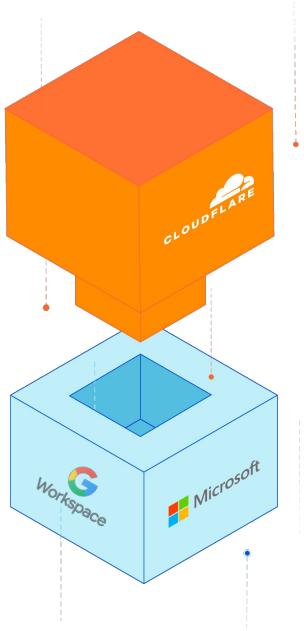

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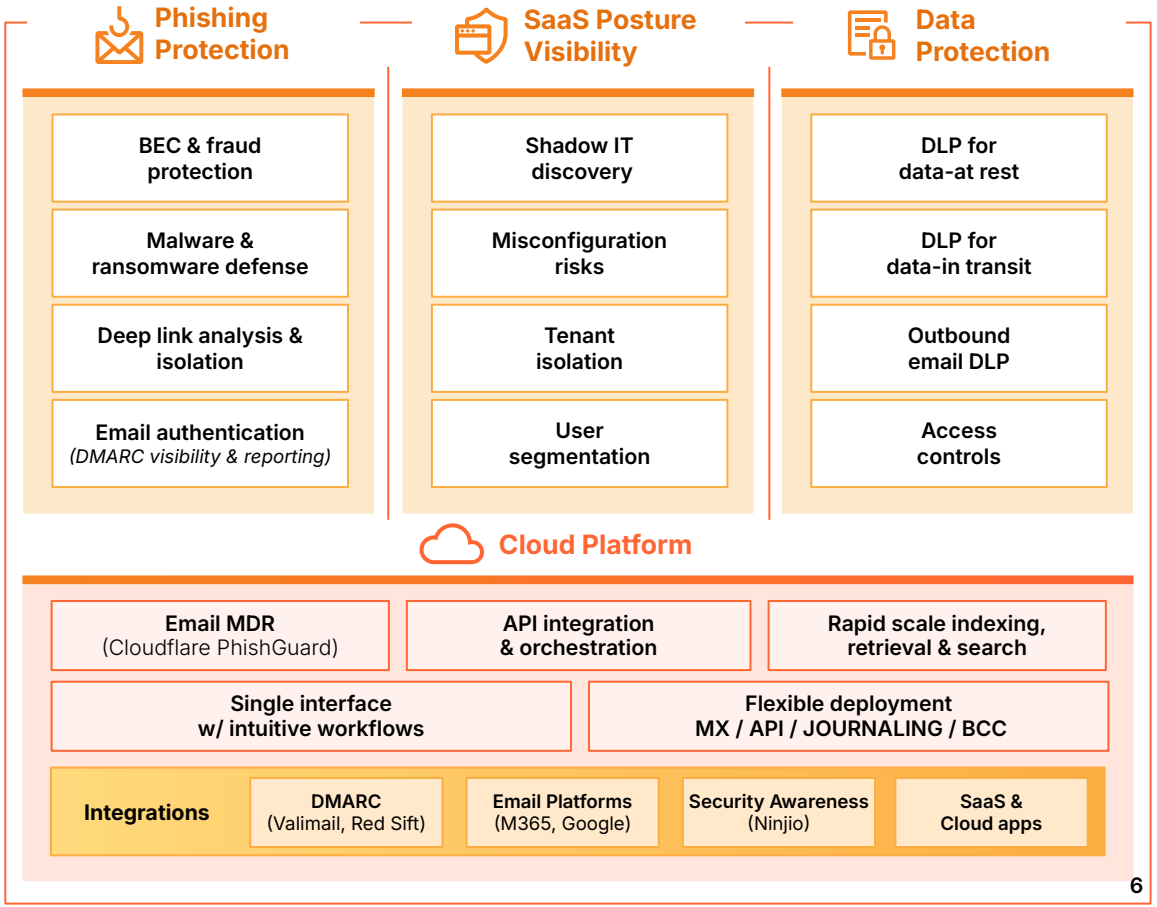
Email at the center of workspace security

- Stop threats from targeting your people (multi-channel threat defense)
- Prevent data loss (DLP)
- Remediate data & SaaS exposures (CASB)
- Continuous guidance (SAT)

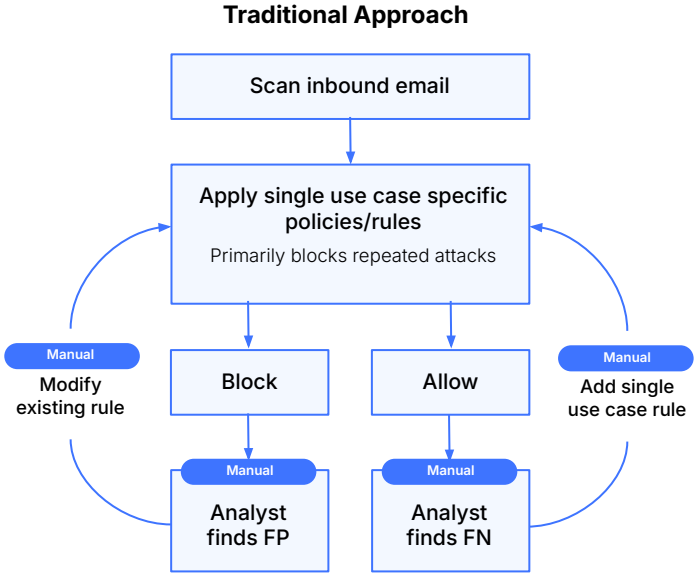


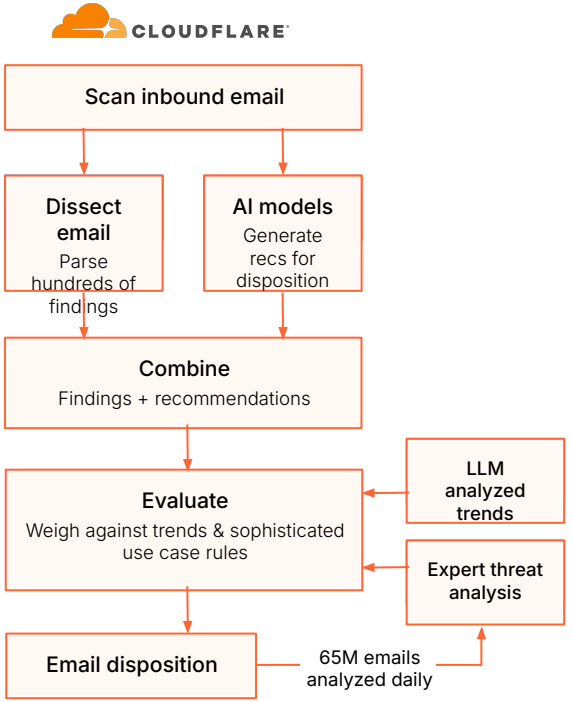
Adaptive, AI-enabled Processing

for greater efficacy & automation

Benefits

1. Improves detection efficacy and outcomes
2. Places burden of detections on Cloudflare, not analysts
3. Significantly reduces time spent tuning & investigating
4. Minimizes disruption & delays to email delivery



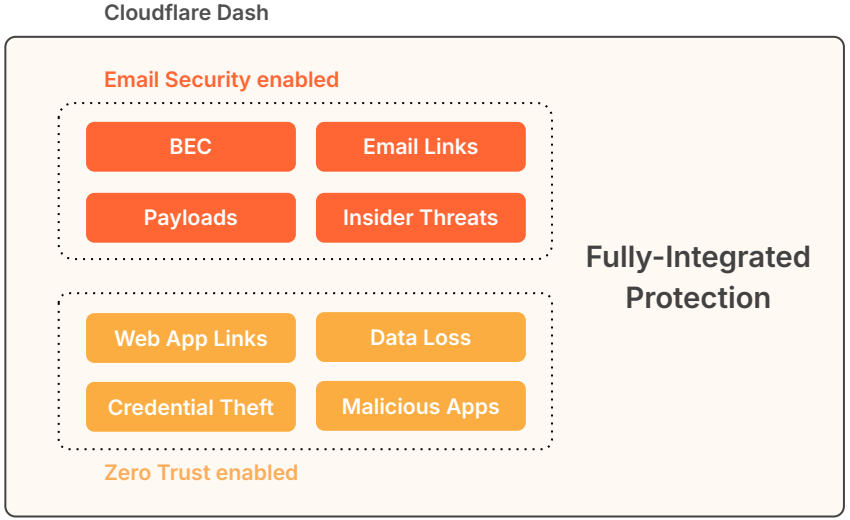


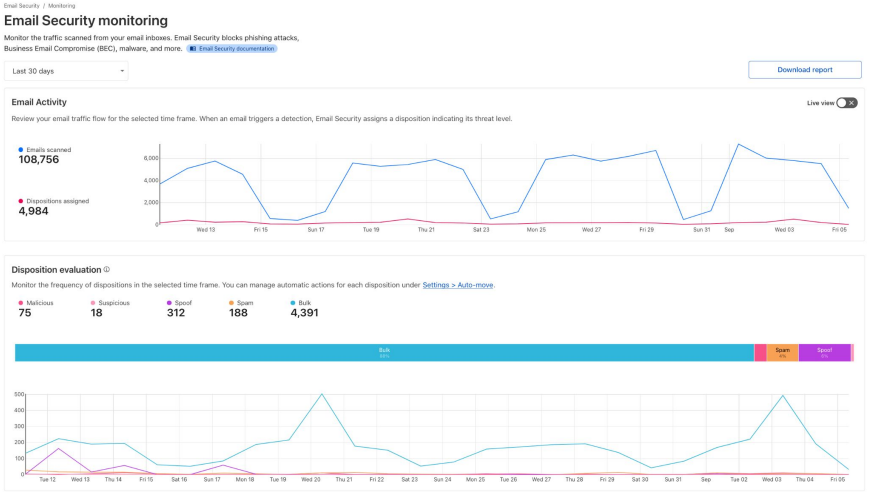
Email Security Capabilities Enabled

CLOUDFLARE | PARTNER NETWORK

Capabilities Enabled	Status
Flexible Deployment (BCC Journaling)	✔
Pre-emptive Phishing Detection	✔
Malicious Attachment Detection	✔
Malicious Link Detection	✔
Impersonation & Fraud Defense (BEC Protection)	✔
Analytics & Investigation	✔
Tenant Specific Adaptive Machine-Learning	✔

Unified interface





Email Security + Zero Trust

Delivering an integrated, defense-in-depth solution to stop multi-channel phishing

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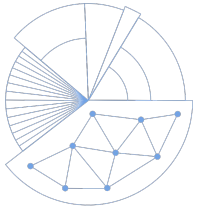
AI-powered message analysis



SPARSE™
(Small Pattern Analytics Engine)™

01

Structural Analysis

Headers
Body, Images, Computer Vision
Links, Payloads

02

NLU Modeling
(Natural Language Understanding)

Writing Patterns
Categories
Expressions

03

Sentiment Analysis

Intent, Tone, Relationship, Hierarchy

04

Thread Analysis

Conversations
Variations
Length

05

Industry Modeling

Verticals
Lingua Franca
Business Processes

06

Trust Graphs

Partner Social Graphs, Sending History, ATO Discovery
Partner Impersonations

Cloudflare Email Security Unique Value Proposition

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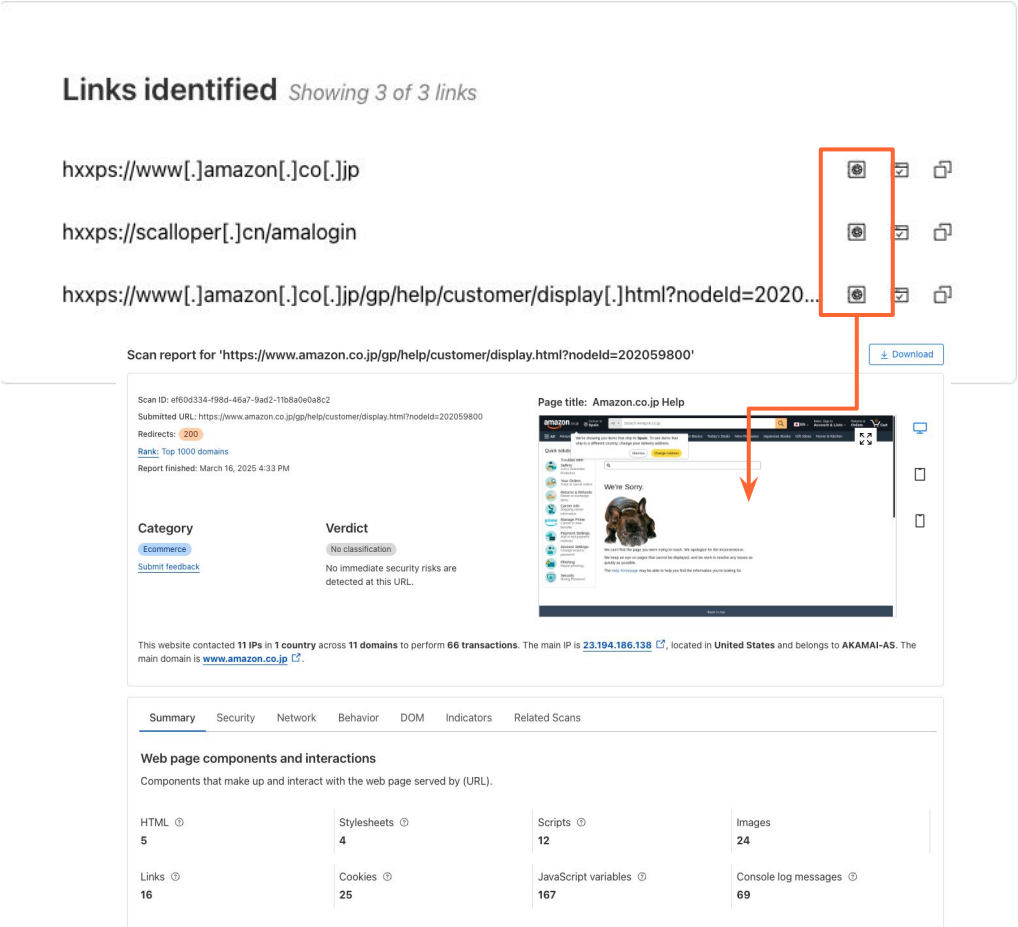
Expanded Link Analysis

Open Links in RBI

Customers can open up links found within messages within an RBI session from the UI directly.

On Demand Crawling for Customers

Customers can run our crawler on demand. The outcome of our results will be displayed as a report that can be shared internally with the SOC team or with leadership.



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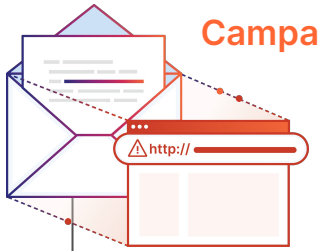
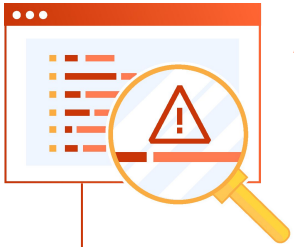
Deferred attacks (post-delivery)



Campaign setup



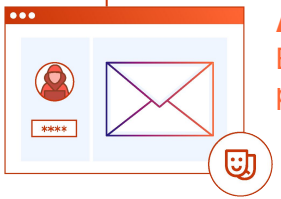
Attack launch (part 2)

Link redirected to malicious website

Weeks before launch

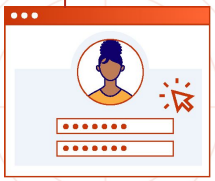
Sunday

Monday



Attack launch (part1)

Benign link delivered after passing security controls



Attack active

User clicks malicious link in their inbox

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Only isolating suspicious links

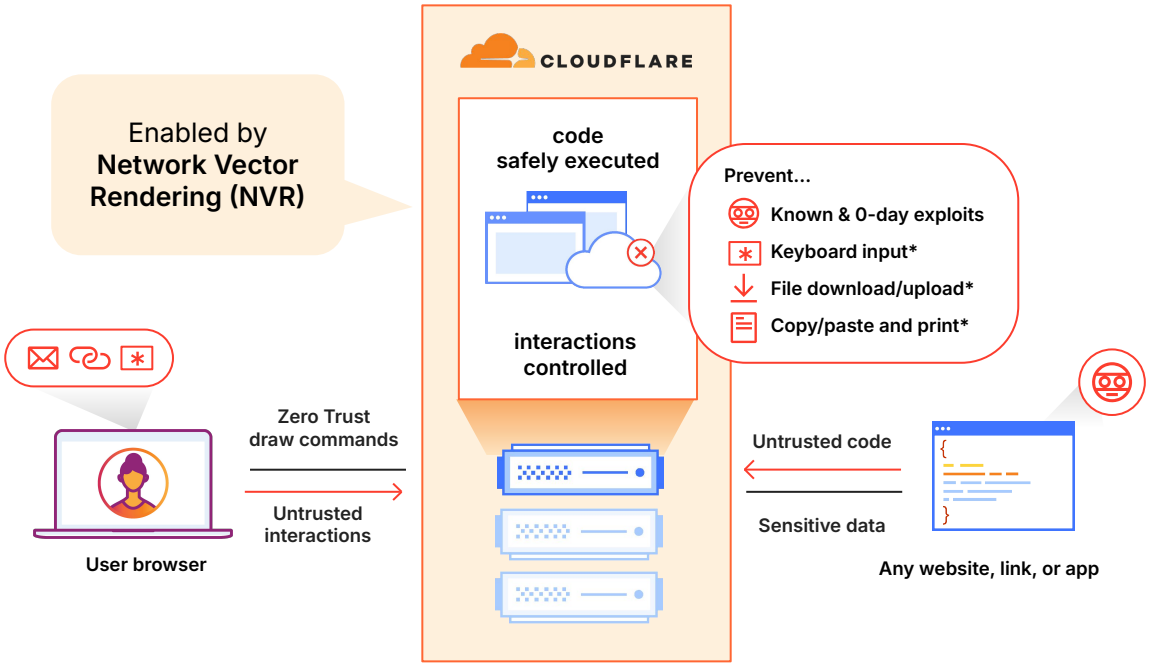
Reduced risk from clicking unknown links.

No disruption to users from blocking safe links

Lower cost, fewer investigations into sites

How link isolation works

- **Adaptive link isolation** that insulates users from untrusted web content
- **Secure and scalable** remote browsing via Network Vector Rendering (NVR) technology
- **Low-latency, high resolution** user experience that feels like local browsing
- **Universal browser compatibility** for greater ease-of-use



*Disabling user actions requires SWG + RBI services

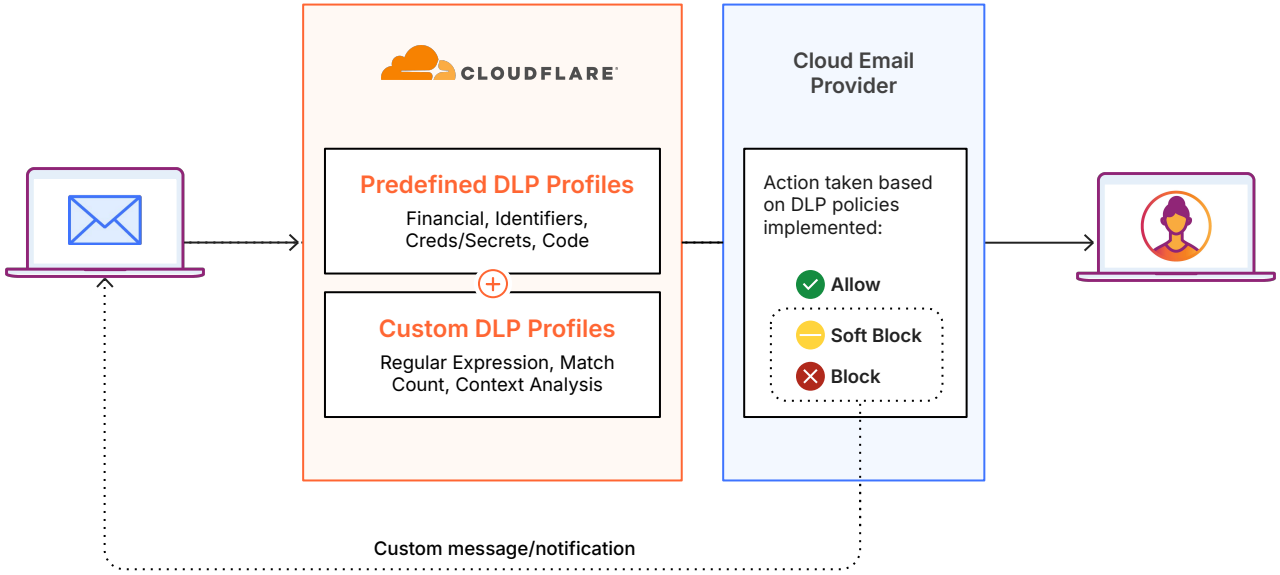
Detect & protect sensitive data in O365

(DLP Assist)

Identify sensitive data
Use predefined and custom profiles to detect sensitive data in outgoing emails

Reduce risk of data loss
Block emails containing sensitive information from being sent externally

Simplify data compliance
Easily comply with regulatory requirements for sensitive information

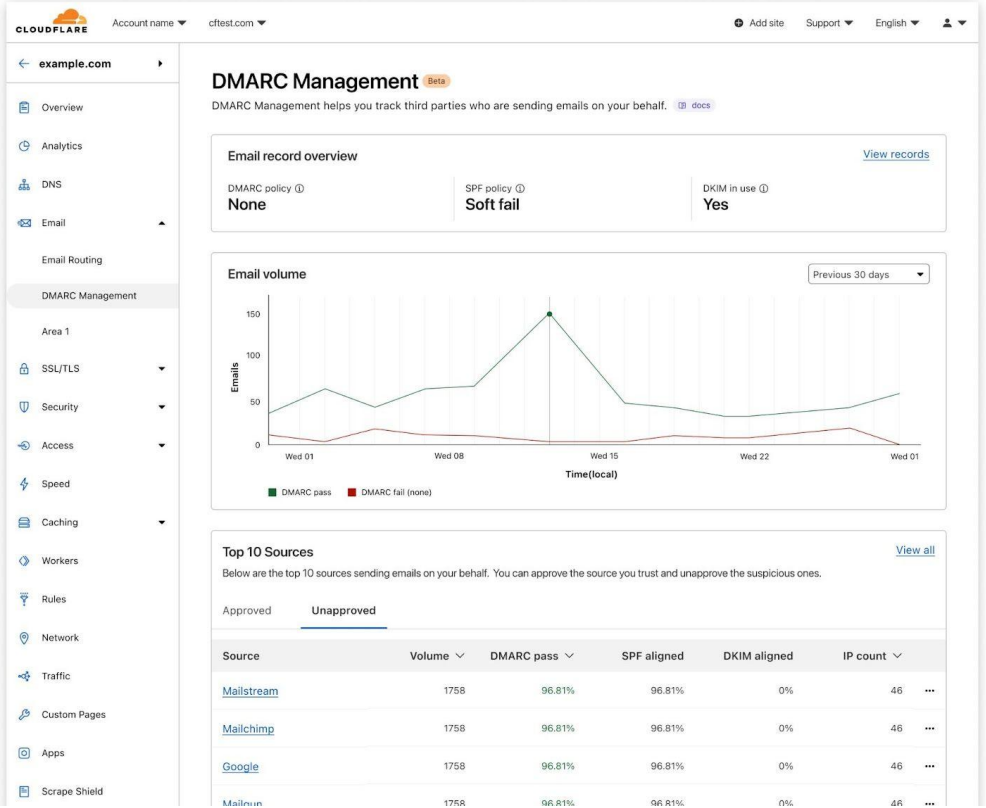


DMARC Management

Cloudflare DMARC Management

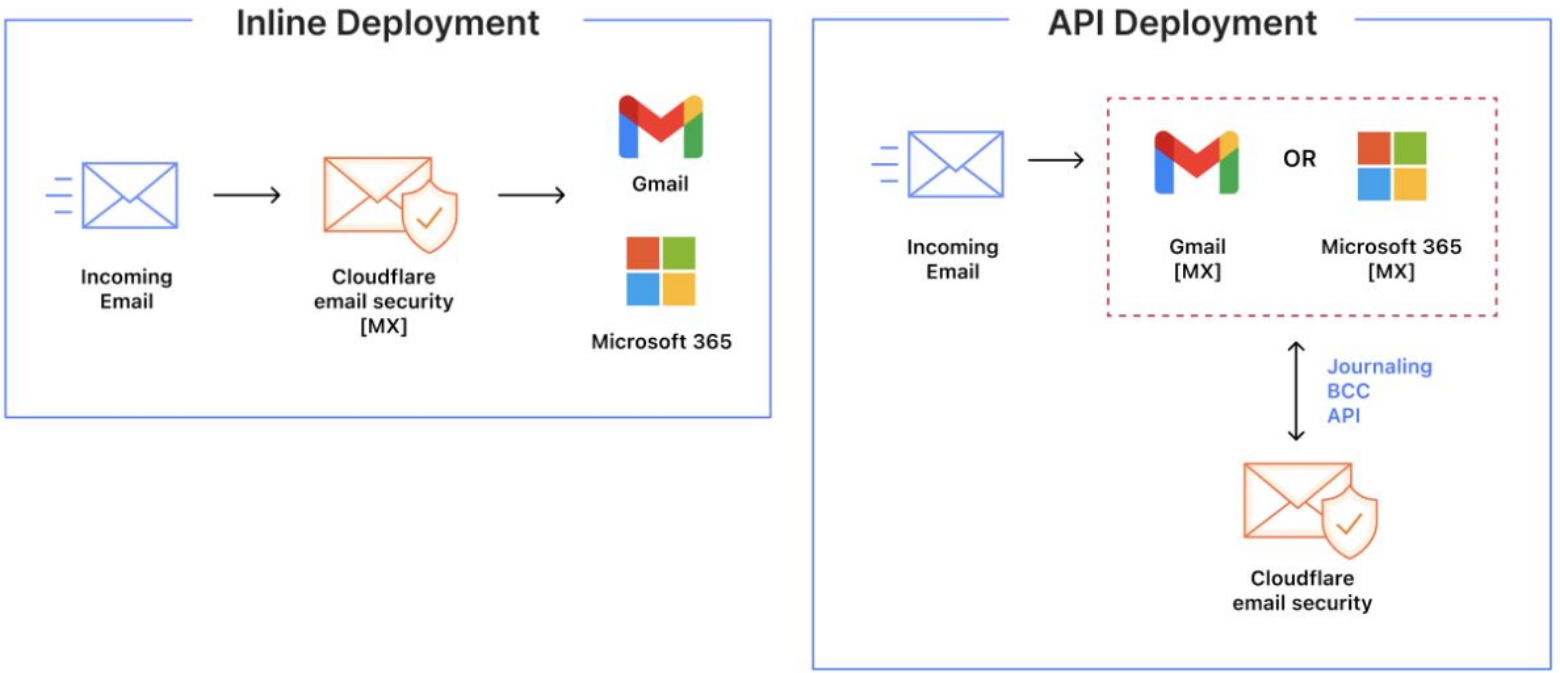
DMARC Management (beta) is available to all Cloudflare customers with Cloudflare DNS.

https://blog.cloudflare.com/dmarc-management/



Deployment Options

Flexible Deployments - Transparent, Multi-Mode, Zero Touch



Inline vs. API Comparison

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Inline		API	
Benefits	**Disadvantages**	**Benefits**	**Disadvantages**
• Messages are processed and physically blocked before delivery to the users mailbox • Simplest deployment method, any complex processing occurs downstream and does not require any modifications in process • Can modify the message, adding subject or body mark-ups • Provides High Availability and Adaptive Message pooling • Dispositioned messages that are not quarantined receive an X header that may be used for advanced handling downstream	• If MX, requires DNS change. If many domains, many DNS zones to update • Can increase complexity in the SMTP architecture if not deployed as MX • May require policy duplication on multiple solutions and the MTA	• Easy way to add protection in complex email architectures with no changes to mailflow operations • Agentless deployment for M365 and Gmail • M365 Defender/ATP and Google security operates on the message first	• Dependent on MSFT or GOOG API infrastructure. Outages will increase message dwell time in the inbox • Microsoft may throttle all API requests to the M365 organization • Requires read/write access into mailboxes. Some security/email teams may not want this • Only M365 and Gmail have API support. On-prem architectures typically do not have APIs for retractions. Exchange requires PowerShell.

WITH YOU, EVERY STEP OF THE WAY

CLOUDFLARE

Ensuring your success

 Community	 Docs	 Resource Hub	 Help Center	 Discord
 Blog	 theNET	 Cloudflare Radar	 CloudflareTV	 YouTube

Thank you