

Proofpoint Secure Email Relay

KEY BENEFITS

- Allow each application to receive a unique set of credentials that connect to SER with SMTP Authentication
- Encrypt connections between applications and SER with TLS (or STARTTLS)
- Perform anti-spam/anti-virus on all emails processed by SER before distribution to the Internet
- Insert DKIM into messages resulting in DMARC-compliance

With Professional Services Consultant support

- Generate SMTP authentication credentials or onboard new application
- Generate or manage DKIM or utilize existing keys
- Generate reports that provide aggregate or sender-level statistics, and retrieval of message samples upon request

Proofpoint Secure Email Relay (SER) is a hosted, multi-tenant solution. It puts you in control of applications, devices and email providers that are sending email using your organization's domains. It adds a layer of security like SMTP authentication and TLS to each application. It includes SaaS providers too. And it distributes the email to the Internet in a Domain Message Authentication Reporting and Conformance (DMARC)-compliant fashion after performing Proofpoint Anti-Spam/Anti-Virus checks. A Professional Services Consultant (PSC) facilitates the application onboarding process on your behalf. So you can remain focused on other priorities.

Requirements

- Applications must support SMTP authentication and TLS or STARTTLS
- Application email must be "transactional" in nature as it is better suited for your Email Marketing Platform. It should not be bulk or marketing email as it could negatively impact Secure Email Relay IP addresses' reputation .

Examples of "transactional" application email include:

- Statements or notifications
- Package delivery notifications
- Order confirmations
- Electronic sales receipts
- Generated insurance quotes
- Experience or feedback request
- Task notifications
- IoT or device alarm notifications

Handling non-delivery reports (NDRs) or bounce messages

NDR or bounce messages are handled by the owner of the Envelope-From (MFROM) address used. The owner will also be responsible for removing or fixing addresses in the distribution list.

SER-processing of NDRs by having a SER IP address in the MX record of the MFROM domain is under consideration for a future release.

How messages relayed by SER pass DMARC if an application can't send email with domain in the MFROM address

This is achieved by inserting a DKIM signature that results in DKIM and DKIM Alignment passing. It is sufficient for passing DMARC.

Note: In this scenario, as part of the application onboarding process, your PSC will attempt to get the domain's owner in the MFROM address to add SER IP addresses to its Sender Policy Framework (SPF) record. Or it will at least revert to an SPF "soft-fail" if a "hard-fail" posture is currently in place. It will ensure emails aren't blocked due to standalone SPF evaluation among receivers.

Available reporting in v1.0

Your PSC can generate reports for you that provide aggregate and application-level statistics over a given period-of-time.

Examples include:

- Email relay requests made of SER
- Emails unsuccessfully relayed by SER to the Internet, and why (e.g., SMTP authentication failures, AV or AS)
- Emails successfully relayed by SER to the Internet (as mentioned, NDRs will be handled by the owner(s) of the MFROM address(es) and, as such, will need to be correlated with SER reporting)
- List of applications you've authorized to use SER

Note: Self-service reporting is targeted for a future SER release.

Can I have rules and policies I've configured on my Proofpoint Protection Server (PPS) applied to email processed by SER?

For external applications sending email to your employees, that is "inbound" email, this will happen naturally. That's because your PPS instance will receive the email from SER prior to delivering it to your email environment.

For applications sending email to your customers or partners, that is "outbound" email, SER would need to route email to your PPS instance which would serve as the "last hop" to the Internet. This scenario is not supported in v1.0, but is under consideration for a future release.

Is there a dedicated IP option?

Not as part of v1.0, but it's under consideration for a future release.

Using SER instead of other relay options

- SER is a security-focused relay solving for a specific use-case. For example, the security and DMARC challenges involving applications sending email as you. It is not a mass-market email delivery platform
- You're already trusting us with your email security needs, which means:
 - You can expect us to continue bringing our industry-leading technology and expertise to bear on this problem
 - We'll be looking to exploit integration opportunities between SER and other Proofpoint products, particularly Email Fraud Defense
 - You'll enjoy the convenience and operational benefits that come with fewer vendors
- The inclusion of a PSC means you aren't left configuring things on your own

Your PSC can also retrieve message samples upon request among 30 days of stored data.

Note: Self-service reporting is targeted for a future SER release.

LEARN MORE

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