Entrust Verified Mark Certificate (VMC)
The smartest way to send email

CHALLENGE

Enhancing email security while building your brand

Bringing best practices to email communications is a requirement of every IT security team. But getting various stakeholders on board to support the adoption of the latest technology trends and updates remains a challenge for them.

In addition to enhancing security, differentiating and building a brand is another essential goal that requires continued effort and support. While these goals are priorities in different parts of the organization, both are linked to strong identity – and they can be achieved cross-functionally with a new single solution

SOLUTION

Show your registered logo in email communications

Entrust Verified Mark Certificates (VMCs) are digital certificates that enable organizations to create a more immersive and personalized email experience by displaying their registered trademark logo alongside emails. Along with DMARC (Domain-based Message

Authentication, Reporting and Conformance) reducing email spoofing, brands get both branding and security benefits by implementing the BIMI (Brand Indicators for Message Identification) standard. BIMI incentivizes the adoption of DMARC security protocol by providing a branding benefit with the display of logo in emails.

BENEFITS

- Streamline the VMC certificate lifecycle with automated certificate installation and hosting
- Entrust hosts your logo, automating VMC installation and display for every email communication
- Control and manage the displayed logo on email
- Enforce organization security policy by enabling CAA checking of the certificate authority
- Increase brand impressions
- Personalize the brand experience
- Stand out in a crowded inbox
- Cultivate brand recognition

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FEATURES AND BENEFITS

Automated installation and hosting

Entrust hosts the registered logo and certificate for an automated, hassle-free installation and renewal process. Set up once and reap the benefits with every email communication that follows.

Control logo from sending domains

The BIMI standard requires organizations to insert their approved registered logo into their DNS records. After this one-time setup, the mailbox provider calls the DNS server and embeds the logo in your email communications — giving the brand owner control over the displayed logo.

Enhance email strategy

Create a more immersive brand experience as well as elevating email security for your customers and prospects.

Centralized management in Entrust Certificate Services (ECS)

Customers can request verification for VMCs and manage their associated brand logos via ECS, our robust certificate management platform, making it easier to manage the end-to-end experience for multiple brands from a central platform.

Brand recognition

Leveraging the avatar slot to display your brand logo brings immediate brand recognition to your recipients' inbox.

Feature	Description
Installation	Automated
Logo Hosting	Yes
BIMI Compliant	Yes
Validity Period	1 year
Logos	1 per certificate
Email Domains	Add up to 250 email domains (Additional fee per domain)
Supports BIMI Selector Header	Yes
Supports CAA Checking	Yes
Verification	High assurance
Automated CSR Generation	Available
Customer Service	24x5, follow the sun
Certificate and Lifecycle Management	Yes

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REQUIREMENTS

- Registered trademark logo

- DMARC anti-spoofing technology set to quarantine at 100% or reject policy

- Adherence to BIMI guidelines (Entrust's high assurance verification process promotes compliance)

THE INDUSFACE DIFFERENCE

Indusface has partnered with Entrust as an Authorized Distributor of VMC and SSL/TLS in India.

Indusface through Entrust Digital Certificates provides strong encryption and browser trust that you expect from a VMC/SSL Certificate backed by round-the-clock Indusface support. We also offer digital signing solutions, including Document Signing Certificates, Code Signing Certificates and Secure Email (S/MIMEs) Certificates.

Entrust conceptualized and designed VMCs and was the primary innovator of this certificate category. Entrust was the very first certification authority to issue a VMC back in September of 2019.

Bring best practices to email and elevate your organization's communication strategy.

Learn more at indusface.com

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