![Barracuda logo]

Barracuda Proposal prepared for City of Missoula – BTEP (Total Email Protection)

About:
At Barracuda we strive to make the world a safer place. We believe every business deserves access to cloud-enabled, enterprise-grade security solutions that are easy to buy, deploy, and use. We protect email, networks, data, and applications with innovative solutions that grow and adapt with our customers' journey. More than 200,000 organizations worldwide trust Barracuda to protect them — in ways they may not even know they are at risk — so they can focus on taking their business to the next level.

Current need and recommendation
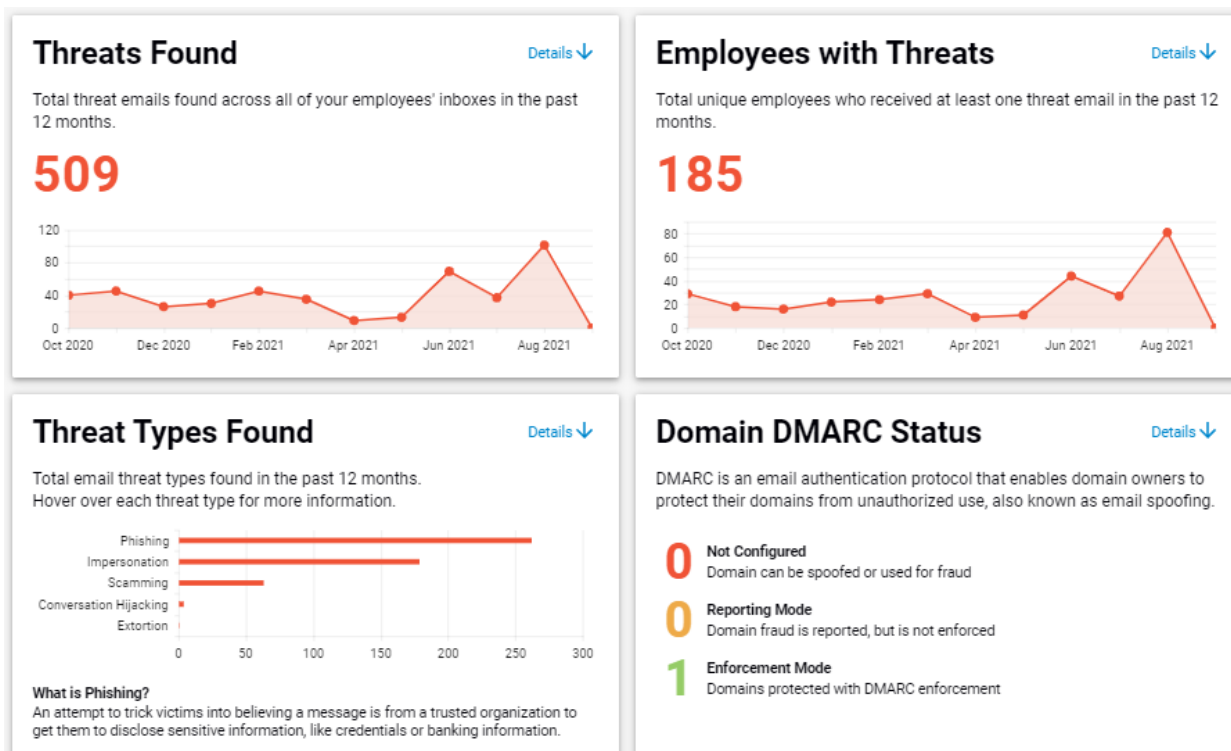
The City of Missoula team is currently leveraging a Barracuda on prem gateway only protection with email archiving for compliance from Evault and some backup from Veeam. O365 recommends regular 3rd party backups, and as an overall backup strategy we always recommend having a redundant copy to ensure no single point of failure should there be an attack. In addition, the team mentioned receiving a large amount of impersonation emails from attackers trying to impersonate your mayor and further a remediation tool in general would be helpful.

> Impersonation attacks: Stop emails impersonating John Engen
> - Our ETS scan went back to Oct of 2020 and uncovered 14 impersonation attacks that have **not** been remediated since pretending to be "John Engen"
>   o Of these 14 emails some went to as many as 27 unique recipients

Impact: While business email compromise makes up only 7 percent of spear-phishing attacks, <u>it caused more than $1.7 billion in losses in 2019 alone,</u> according to the FBI. Gmail accounts are used to launch 47 percent of business email compromise attacks.

Payroll scams are a popular form of BEC attack. These scams target human resources and payroll departments with the goal of getting an employee's salary transferred to a different, fraudulent account. Hackers impersonate employees, providing new account details for the paycheck deposit. Payroll scams account for 8 percent of BEC attacks, but they are on the rise, growing moret han 800 percent recently.

We are recommending that City of Missoula implement BTEP. This recommendation will ensure that City of Missoula has unlimited storage with 3 redundant backup copies of O365 data, provide better functionality for email archives, increases their security posture with API intergraded Sentinel/ FIR, while simultaneously reducing IT management / spend compared to deploying and managing different vender platforms.

Long term strategy:

Barracuda Total Email Protection is the most comprehensive protection against all email threat types, from spam and malware to business email compromise and account takeover. Its multi-layered approach combines a secure email gateway, AI-powered fraud protection, user security awareness training, automated incident response, and data protection.

Ransomware protection:

How it happens: they attack through email
- Attacks often start with a malicious phishing email intended to trick the recipient into disclosing login credentials. Attackers may also purchase stolen credentials on the dark web.
  - Attackers use social engineering tactics to bypass traditional email security. Use an email security solution, like BTEP, that includes AI-enabled phishing and account takeover protection, as well as alerts when malicious activities are detected.

- o Your users are your last line of defense against phishing attacks. Training needs to be an ongoing effort, as attacks often become more sophisticated over time.
- o Email attacks that evade email security and land in users' inboxes need to be addressed quickly. Choose an email security solution, like BTEP, that enables proactive threat discovery and automates remediation.

Attack implications:
- Average cost to recover from ransomware attack (not including ransom): $1,850,000 ([source](#))
- The average ransom payment increased 43 percent from the fourth quarter of 2020 to the first quarter of 2021 to $220,298. ([source](#))
- Seventy-seven percent of ransomware attacks involved the threat to leak stolen data, a 10 percent increase from the fourth quarter of 2020. ([source](#))
- In 2020, 44% of global ransomware attacks targeted municipalities. ([source](#))
- Ransomware attacks cost the healthcare industry $20.8 billion in downtime in 2020, which is double the number from 2019. ([source](#))
- Following a ransomware attack, organizations have reported an average downtime of 23 days. ([source](#))

Real world example: Baltimore, Maryland
- In 2019, Baltimore experienced a ransomware attack on their network, which was also supporting their computer assisted emergency dispatch system. The attack caused a temporary outage where during this time anyone that tried to reach emergency support, such as 911, was unable to be electronically routed to dispatch. Luckily, the city was able to manually route the calls and did have a backup solution in place. However, since the last backup had run over six days ago there was data permanently lost. In addition, Baltimore was hit a second time with ransomware in the same year.

Benefits:
- ➢ Operational efficiency by way of a single GUI that would streamline IT's daily management
- ➢ Ability to retain archives and O365 data for any user that leaves the company without charging them as an active user license on BTEP
- ➢ Unlimited storage and retention for O365 data – Microsoft sates they are not backing up this data
- ➢ Redundant copies of data to ensure a solid ransomware protection strategy
- ➢ Ability to purge old email archives without any additional licensing
- ➢ Solutions that work together versus independent solutions that sometimes conflict
- ➢ API integrated spear phishing tool (Sentinel) which was codeveloped with Microsoft engineers to address the growing number of targeted attacks such as impersonation, business email compromise, and account takeover. No manual rules needed to block spear phishing – we don't rely on display form classifiers
- ➢ Award winning customer support – 24/7 all US based, no phone trees

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Our approach:

Barracuda products	Product description and testimonials	Annual list price (per user pricing)
Essentials – Secure email gateway	• Industry-leading spam filtering • Virus protection using three layers of virus scanning and filtering • Link protection (sandboxing suspicious and typosquatted URLs) • Email-borne malware protection • Outbound filtering to prevent spread of malware and viruses • Data leak prevention to protect unauthorized disclosure of sensitive data • Automatically encrypts emails based on their content, sender or recipient • Cloud-based email encryption using Transport Layer Security (TLS) • Centralized management of granular security policies • Ensure email continuity with a 96-hour spool for undelivered emails • Anti-phishing protection • Protect against zero-hour, targeted attacks • Protection against ransomware variants including Locky and CryptoLocker • Real-time email attachments scans • Sandboxing of attachments	$31.20 *included in BTEP
Archiving – Cloud archiving for compliance	•Unlimited storage and retention, charged per live body • Archive messages, calendars, tasks, contacts and public folders • Archive Skype for Business conversations • mobile apps for end user access • No cost for data import or export – We will ingest all your legacy data/ PST • Archive directly from Office 365 to cloud-based archive • No hardware, software or agents required • Automatic archiving of emails • Preserves emails • Apply legal holds to emails • Roles-based searching to simplify e-discovery • Outlook plug-ins	$38.40 *included in BTEP
Cloud Backup – Data protection for Office 365	• Back up your Exchange Online email, SharePoint, OneDrive for Business, Teams, and Groups data • Unlimited storage and retention for Exchange Online, SharePoint, OneDrive for Business, Teams, and Groups data • Find and recover files, folders, and mailboxes and restore to the same account/location or to a different account/location • Granular restore for Email, SharePoint, and OneDrive • Protects against accidental data deletion or overwrite • Ability to restore after corruption, malware, or ransomware	$43.20 *included in BTEP
Sentinel – Anti-phishing and account takeover	• AI based email protection • Spear phishing prevention • Account takeover protection • Prevent BEC and CEO fraud • Real-Time remediation • DMARC reporting and visualization • Quick and Easy setup • Works with any email gateway • Flexible API-based deployment	$37.20 *included in BTEP

PhishLine – User security awareness	• Realistic email phishing campaigns with customizable email lure templates, domains and landing pages • Patented multi-vector campaigns that include email, SMS, voicemail and USB media • Vast library of educational content • Risk-based surveys • Phish reporting plug-in • Incident response dashboards • Full report writer with over 16,000 data points	$22.08 *included in BTEP
Forensics and Incident Response – Post-delivery response and remediation	• Report suspicious messages • Real-time reporting and forensics • Identify users who interacted with suspicious email • Automated incident response • Send alerts to users • Remove email from users' inboxes	$34.80 *included in BTEP

Total cost of ownership: (formally quoted)

BTEP – Total Email Protection $110.40 (per user per year)
Non bundled price would be: $206.88 (per user per year)
- Security
- ATP
- Cloud Archiving Service
- Cloud-to-Cloud Backup
- Forensics and Incident Response
- PhishLine
- Sentinel

MSRP

Description	Monthly cost
BTEP MSRP– per user per month cost:	$9.20

36 Months Quoted -

Description	Monthly cost	Total	% off MSRP	Total saved
BTEP x 725 users– per user per month cost:	$6.99	$ 182,439.00	24.10%	$ 57,681.00

Vender consolidation:
Consolidating email security, archiving, data protection, and user awareness training will lower initial investment and reduce long-term cost of ownership. Consider your current costs of owning email security that will be included with Total Email Protection:

- Spam filtering, malware, and zero-day attack protection
- Phishing and account takeover protection
- Unlimited archiving
- End-user security awareness training
- Backup and storage costs of Office 365 data
- Time and resources spent by IT on email remediation
- Time and resources spent managing solutions by multiple vendors

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- Potential cost of ransomware or phishing attacks

Barracuda recognition and credentials:

Barracuda has been recognized as a leading email security provider for the past 17 years. Over 200,000 organizations trust Barracuda for cybersecurity.

![Forrester Wave Leader 2021 Enterprise Email Security badge]

Leader in 2021 Forrester Wave for Enterprise Email Security
"Barracuda Networks customer references indicated Barracuda Networks' customer service and reporting as strengths."
— The Forrester Wave™: Enterprise Email Security, Q2 2021

![SC Awards Europe 2020 Winner badge]

Winner for Best Email Security in SC Awards Europe 2020
"Barracuda is the only vendor in the market today that provides all four layers of email protection: secure email gateway, inbox defense, security awareness training, and automated incident response."
— SC Awards Europe 2020: Best Email Security Solution

![Gartner Peer Insights Customers' Choice 2021 badge]

Gartner Peer Insights Customers' Choice 2021
"Barracuda is covering for us the whole package of protection. It's scanning, archiving, and backing up the whole environment. ESS logging is fast and easy to use for troubleshooting mail issues where it's much easier then within M365."
— Infrastructure and operations in the education industry

![SC Awards 2021 Winner badge]

SC Magazine Excellence Award 2021

"A key distinction for this year's winner for Best Customer Service is personalized care with live people always on the receiving end to help troubleshoot. There are no phone trees or automated service, and Barracuda does not segment support based on security levels."
— 2021 SC Awards: Best Customer Service