



Reducing Waste and Increasing Efficiency with API-Based Email Security

Rubicon's mission is to reduce waste of all kinds. The company operates a leading digital marketplace for waste and recycling, serving more than 7,000 customers across 20 countries. "Rubicon must secure a complex email ecosystem against email threats that can waste valuable operational, marketing, legal, and customer time," said George Insko, VP of Cybersecurity.

Rubicon knew they needed an API-based email security solution to support their cloud operations and commitment to agility. "Abnormal, because of the way they use API and cloud security, was able to look at our entire environment within five minutes," Insko said. "We started getting actionable intelligence within 24 hours, and Abnormal allowed us to see where the specific and targeted attacks were. We weren't able to see that before."

With Abnormal, Rubicon's security team spends 15 minutes a day on email security tasks. This review used to take the entire morning, which means the team is free to focus on other security initiatives. Rubicon also shares the intelligence they receive from Abnormal with their customers to make the entire email ecosystem more secure and more efficient. "VendorBase™ insights help us remove waste from our customers' email streams to make sure that they're successful too," Insko said.

"Not all of our customers are multimillion- or billion-dollar companies, so using Abnormal to help our customer base stay secure and avoid the waste caused by business email compromise is really rewarding."

 **George Insko**
VP of Cybersecurity



Industry

Environmental Services

Location

Lexington, Kentucky

Protected Mailboxes

3,100+

CHALLENGES

- Secure the complex email ecosystem and multicloud environment.
- Reduce waste and inefficiencies caused by business email compromise and other advanced attacks.
- Help customers avoid email attacks to strengthen their business position.

BUSINESS IMPACT

- Reduced security team email tasks from four hours to 15 minutes per day.
- Provides greater visibility into email threats across the supply chain.
- Gives intelligence to share with customers to prevent attacks.

Zero

 No missed attacks over more than eight months with no false positives.

SECURITY ENVIRONMENT



Attacks Prevented by Abnormal in the First 8 Months

Phishing	BEC & Impersonation	Malware	Account Takeover	Fraud
5,597	3,964	395	444	251