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SmartHR

Providing secure email trust and brand recognition with Verified Mark Certificates (VMC)

Digital streamlining and security in an analog industry

Since its founding in 2013, SmartHR has greatly improved the efficiency and productivity of HR processes through digital transformation. Traditional analog processes rely on a lot of paper, and human resources inherently involves the collection of large amounts of sensitive personal data. SmartHR's cloud-based service not only speeds and simplifies the collection, processing, and storage of this information, it also keeps the information more secure.

The need for advanced digital security

Because SmartHR helps organizations collect and store sensitive personal data, their solutions require the most advanced security.

Across their platform and their organization, SmartHR protects their systems and their customers using encryption, Single Sign-On, Multi-Factor Authentication, source IP restrictions, and operation logs. SmartHR takes security seriously, even going so far as to obtain an ISO 27001 (ISMS) certification and SOC2 Type 2 report.

Increasing threats

Even before the exponential increase in email attacks related to Covid-19, the volume of email spoofing had risen year after year. More sophisticated attacks make human detection more difficult, and a number of studies have shown that the vast majority of cybercriminals gain access to systems using some form of email spoof. These types of attacks are not only financially costly, but they also often lead to brand damage in the form of the loss of consumer confidence.

SmartHR, Inc.

Website: https://smarthr.co.jp/en/

Industry: IT services

Headquarters: Tokyo, Japan

Solution: DigiCert Verified Mark Certificate

DMARC secures

To meet the threat caused by email spoofing, SmartHR implemented DMARC. Domain-based Message Authentication, Reporting, and Conformance is a transmission validation technology. When added to the DNS, DMARC prevents unauthorized use of an organization's domain. SmartHR's DMARC enforces security measures that reject spoofs, so cybercriminals cannot use SmartHR's domain to access systems or steal information from companies or individuals.

Increasing customer trust

With DMARC enabled, SmartHR was able to add Brand Indicators for Message Identification (BIMI). BIMI is the DNS specification that provides the framework for displaying a brand logo in the email. This brand logo not only helps businesses stand out in the inbox, it also indicates security and trust. Verified Mark Certificates (VMC) work in tandem with DMARC and BIMI, confirming DigiCert has verified that both DMARC and BIMI specifications have been met and that the logo is correctly trademarked.

Once the VMC was issued, SmartHR's logo would appear next to the sender information on platforms that support the technology, like Gmail and Google Workspace.

SmartHR chose to deploy VMC because they wanted feature the work they did bringing DMARC to enforcement. They also wanted to take advantage of the technology and stand out in the inbox before the competition, while boosting their email open rates.

VMC BENEFITS

1. Show customers the brand logo instead of default initials

2. Delivers a more authentic, recognizable and unified experience

3. Associate trust with email communications and company logo

4. Indicate to customers that security is a priority

5. Increase visibility, recall and engagement

Partnering with DigiCert to deliver confidence

As an organization that remains hyper-vigilant about all forms of digital security, SmartHR put DMARC in place several years ago. But when Google announced support for BIMI in July 2021, SmartHR decided to immediately deploy VMC as a method for making full use of what DMARC offers while also indicating security and brand recognition for their email recipients. Seeking a partner with the highest level of security assurance, they turned to DigiCert, a VMC issuer and the world leader in PKI solutions.

DigiCert-powered VMCs, in conjunction with DMARC and BIMI, give SmartHR a competitive edge while also providing advanced security and customer confidence.