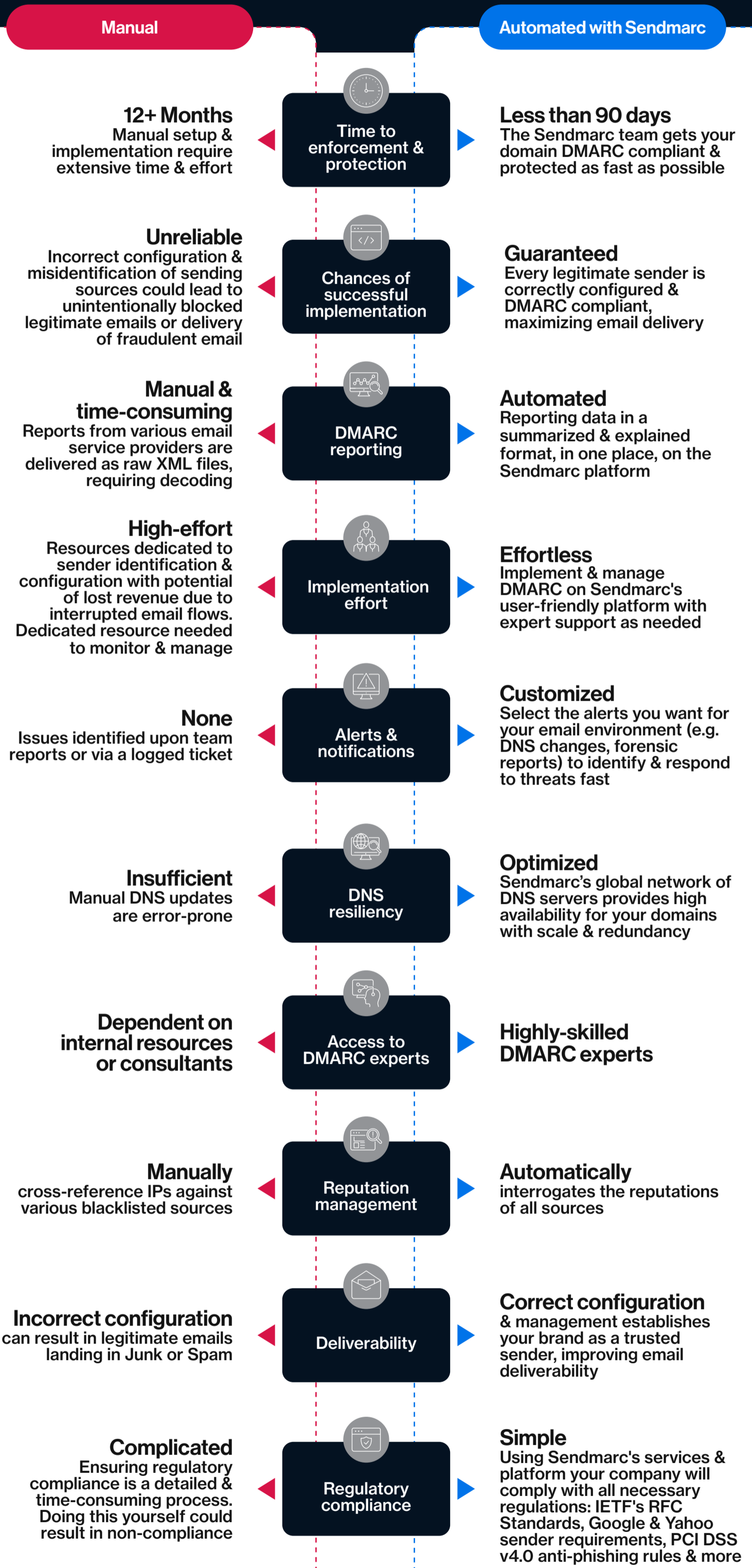# Manual vs Automated
— DMARC —
Which is better?

DIYing DMARC is risky as it can cause issues that often result in unintentionally blocked legitimate emails. The need for ongoing management and adjustments also requires technical expertise and time.

Let's compare the requirements and outcomes of each:

Manual		Automated with Sendmarc
12+ Months Manual setup & implementation require extensive time & effort	Time to enforcement & protection	**Less than 90 days** The Sendmarc team gets your domain DMARC compliant & protected as fast as possible
Unreliable Incorrect configuration & misidentification of sending sources could lead to unintentionally blocked legitimate emails or delivery of fraudulent email	Chances of successful implementation	**Guaranteed** Every legitimate sender is correctly configured & DMARC compliant, maximizing email delivery
Manual & time-consuming Reports from various email service providers are delivered as raw XML files, requiring decoding	DMARC reporting	**Automated** Reporting data in a summarized & explained format, in one place, on the Sendmarc platform
High-effort Resources dedicated to sender identification & configuration with potential of lost revenue due to interrupted email flows. Dedicated resource needed to monitor & manage	Implementation effort	**Effortless** Implement & manage DMARC on Sendmarc's user-friendly platform with expert support as needed
None Issues identified upon team reports or via a logged ticket	Alerts & notifications	**Customized** Select the alerts you want for your email environment (e.g. DNS changes, forensic reports) to identify & respond to threats fast
Insufficient Manual DNS updates are error-prone	DNS resiliency	**Optimized** Sendmarc's global network of DNS servers provides high availability for your domains with scale & redundancy
Dependent on internal resources or consultants	Access to DMARC experts	**Highly-skilled DMARC experts**
Manually cross-reference IPs against various blacklisted sources	Reputation management	**Automatically** interrogates the reputations of all sources
Incorrect configuration can result in legitimate emails landing in Junk or Spam	Deliverability	**Correct configuration** & management establishes your brand as a trusted sender, improving email deliverability
Complicated Ensuring regulatory compliance is a detailed & time-consuming process. Doing this yourself could result in non-compliance	Regulatory compliance	**Simple** Using Sendmarc's services & platform your company will comply with all necessary regulations: IETF's RFC Standards, Google & Yahoo sender requirements, PCI DSS v4.0 anti-phishing rules & more

Rely on Sendmarc for simple and seamless DMARC implementation and management, while maximizing the standard's benefits for your business.

Contact us to get started today.