

How assetsaas.io Transformed Email Deliverability and Improved Client Outcomes with Enhanced Email Security

**INDUSTRY**

Technology Solutions

HEADQUARTERSMelbourne, Victoria,
Austria**COMPANY SIZE**

3 employees

OVERVIEW

assetsaas.io Pty Ltd is an Australian technology and marketing services provider delivering managed IT, cyber security, software development, SaaS, and marketing service solutions for organizations of all sizes. The company combines ethics-driven leadership with a focus on measurable outcomes, integrating technology, security, software, and marketing into a single accountable service to simplify digital transformation and drive growth as a service solution for organizations of all sizes.

OUR SOLUTION

Workspace Security



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Mark Boyd, CEO at assetsaas.io



CHALLENGE

Melbourne-based managed service provider (MSP) faced a critical challenge that threatened its customers' success: client emails were failing to reach their intended recipients. And that's simply an intolerable condition for any business, where missed emails are all too often a missed business opportunity.

However, this market opportunity was lost on most MSPs. When it comes to email security, most MSPs deploy their customers' email infrastructure and spam filtering, and then walk away, explained Mark Boyd, CEO at assetsaas.io. They do the bare minimum without considering how email deliverability directly impacts client revenue. Service providers typically do not manage email reputation through DMARC (Domain-based Message Authentication), SPF (Sender Policy Framework), and DKIM (DomainKeys Identified Mail) alignment, resulting in client emails too often landing in spam folders rather than customers' inboxes, Boyd said.

"If you're a dentist and your business needs 80% booking, and you're emailing 1,000 customers a week, reminding them to get their teeth cleaned, but 50% of those marketing emails land in junk, you're never going to hit your target," Boyd said. "If we can report to our customers that 100% of what they sent yesterday successfully hit the right inbox, then our customers are happy. There's real value there," he added.

assetsaas.io also realized that many of their prospective clients used 50 or more SaaS applications that sent emails on their behalf. Yet none of these applications were properly configured in their SPF records. This created immediate reputation problems that business owners didn't understand or know how to fix. When clients received bounce notifications from Gmail accounts, they simply ignored the warnings because the technical jargon was incomprehensible to most.

assetsaas.io needed a solution that would not only resolve email deliverability issues but do so invisibly, without disrupting client workflows or requiring them to consider the underlying technology. They also required a platform that could demonstrate immediate, measurable value while supporting their long-term vision of providing enterprise-grade security outcomes without enterprise-grade complexity.

SOLUTION

assetsaas.io chose Check Point Email Security as the cornerstone of their service delivery, implementing it alongside DMARC management tools, security awareness training, and SaaS application cloud protection. The decision came after extensive research within Australian MSP tech communities and evaluation of the top four competitive vendors, Boyd detailed.

Several factors drove the selection of Check Point. First, the technical architecture positions Check Point Email Security in line with Exchange rather than being bolted onto the email infrastructure, unlike competing products. This design enabled seamless integration that felt natural to end users, with smart banners alerting recipients when they received emails from new senders without interrupting their workflow. "I've worked with the top four Check Point competitors across different MSPs, and the moment I saw the demo, and I understood how Check Point Email Security worked, I realized that there's just no competition," Boyd said.

Second, Check Point's unified platform aligned perfectly with assetsaas.io's operational philosophy. Rather than managing seven different security products, such as a traditional secure email gateway, cloud email add-ons, anti-phishing/business email compromise tools, data loss prevention, and secure collaboration tools, and more, all across multiple consoles, technicians could work from a single pane of glass to protect

clients against multiple threat vectors. This consolidation reduced training complexity, minimized vendor sprawl, and positioned the company to easily add Check Point capabilities as client needs evolved. The platform made it simple to turn on four or five additional features “because it’s pennies on the dime,” increasing client protection without burdening technical staff, Boyd said.

Third, Check Point Email Security time-to-value proved exceptional. After an initial learning curve, assetsaas.io could deploy new clients in approximately 10 seconds. The company paired Check Point with a SaaS discovery platform that identified all applications sending email on behalf of clients, then used this data to properly configure SPF records through Check Point’s DMARC management tools.

This combination enabled assetsaas.io to immediately diagnose email-reputation issues and implement fixes that delivered results within the first month.

The partnership with distributor Pax8 also influenced the decision, as the company had built long-term trust with this channel partner. When Check Point acquired Avanan—a well-regarded solution in the Australian market—assetsaas.io had initial concerns that a major vendor might degrade a “beautifully run, small, agile provider,” but the acquisition proved to be “the very opposite”.

Critically, assetsaas.io transformed how they presented the solution to clients. Rather than discussing DMARC, SPF, and DNS records, they simply asked, “Do you email people?” and then promised to guarantee those emails wouldn’t end up in customer spam folders. This outcome-focused positioning made the value proposition immediately comprehensible to business owners focused on their core operations rather than technology.

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Mark Boyd, CEO at assetsaas.io

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OUTCOME

The implementation of Check Point Check Point Email Security delivered measurable outcomes across key areas. According to Boyd, every customer today consistently reports 100% email deliverability—a metric that clients immediately understand and value. For businesses dependent on email communication with customers, this guarantee provides both peace of mind and tangible revenue benefits.

The solution became a powerful business development tool. In one notable example, assetsaas.io rebuilt a prospect's website and discovered that every second email the business sent to Gmail accounts was bouncing due to misalignment in DMARC, SPF, and DKIM. By showing a screenshot of how Check Point ensured all validation checks passed for existing clients, assetsaas.io one prospect immediately responded "I don't care what it costs. sign me up tomorrow," and assetsaas.io won an additional managed services contract worth several thousand dollars annually.

assetsaas.io developed a repeatable sales methodology based on email reputation audits. Without touching prospect systems, technicians could publicly examine MX records and SPF configurations using tools like MX Toolbox, identify deficiencies, and demonstrate immediate value. This proved so effective that assetsaas.io secured a partnership with a major Australian telecommunications provider, gaining access to 1,000 white-space customer opportunities. The company plans to conduct rapid audits across this entire base, offering fixes through Check Point implementations.

Operationally, the unified platform significantly improved efficiency. The platform's API capabilities support assetsaas.io's long-term vision to build an asset management platform that ensures contract compliance by verifying that deployed protections match the promises made to each customer.

The company can activate additional Check Point capabilities—currently deploying 5 of 10 core products—and absorb the marginal costs for 12 months before contract renewal discussions. This shifts conversations from product upselling to outcome delivery, demonstrating continuous value improvement rather than nickel-and-diming clients for new features. "The Check Point platform simply makes it easy adding capabilities. We just decided what we needed and turned those services on, and then our techs weren't switching between seven different products. They have one dashboard and they are protecting our customers against everything we would want them to," Boyd said.

Most importantly, Check Point Email Security enabled assetsaas.io to fulfill its founding mission: helping small business owners focus on their "north star" rather than worrying about technology. By making email security and deliverability invisible yet provably effective, the company differentiates in a crowded market where most providers deliver merely "good enough" service. The result is a sustainable competitive advantage built on measurable business outcomes rather than technical specifications.

About Check Point Software Technologies Ltd.

Check Point Software Technologies Ltd. (www.checkpoint.com) is a global cyber security leader protecting more than 100,000 organizations worldwide. Its mission is to secure enterprises' AI transformation. With a prevention-first approach and an open ecosystem architecture, Check Point helps organizations block advanced threats, prioritize exposures, and automate security operations across complex digital environments. The unified architecture simplifies protection across hybrid networks, multi-cloud environments, digital workspaces, and AI systems. Structured around four strategic pillars, Hybrid Mesh Network Security, Workspace Security, Exposure Management, and AI Security, Check Point delivers consistent protection and visibility across multivendor environments, enabling organizations to reduce risk, improve efficiency, and accelerate innovation without increasing complexity.

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