" Before Valimail, managing our SPF record was challenging and enforcing DMARC seemed impossible due to the 10-lookup limit. Valimail made the process seamless.

Matthew Tyrney | Systems Engineer, Omni Hotels & Resorts

SECURE AND TRUSTED
email communications

BACKGROUND:
Combatting Email Spoofing and Phishing Threats

Omni Hotels & Resorts, a leader in luxury hospitality, operates more than 50 distinct hotels and resorts across North America. As a premier brand known for exceptional guest experiences, email security was a top priority to protect its reputation and ensure secure communication with guests, partners, and employees. Like many enterprise organizations, Omni Hotels uses multiple third-party email services for marketing, reservations, customer engagement, and internal communication. Each of these services required SPF authentication, leading to an overly complex SPF record that exceeded the 10 DNS lookup limit imposed for SPF standards.

RESULTS

Time to **Enforcement**

<60 days

Licensed **Monthly Volume:**

50 million

Emails Allowed to Enforcement:

61,000

PRODUCT:	**ENFORCE**
INDUSTRY:	Hospitality
LOCATION:	North America, Canada

TRUST YOUR EMAIL

CHALLENGE:
Overcoming the SPF 10-Lookup DNS Limit for DMARC Enforcement

Matthew Tyrney, who is the Infrastructure Engineer at Omni Hotels and Resorts, is responsible for the design, implementation and maintenance of critical IT infrastructure across more than 50 properties.

Some of the challenges faced by the team:
- **Exceeded SPF limit** – SPF records with more than 10 DNS lookups cause authentication failures, leading to email deliverability issues.
- **Security Risks** – without proper DMARC enforcement, attackers could spoof Omni Hotels' domains to launch phishing attacks.
- **Operational Complexity** – Managing SPF manually across multiple email vendors was difficult and prone to misconfigurations.

To achieve full DMARC enforcement (p=reject) and protect its domains, Omni Hotels needed a solution that would simplify SPF management while ensuring all legitimate senders were authenticated.

SOLUTION:
Valimail's Fully Automated DMARC Solution & SPF Management

Some of the key results of implementing Valimail's Enforce solution:
- **Eliminated SPF lookup failures**, ensuring all legitimate emails passed authentication.
- **DMARC Enforcement Achieved** – Transitioned from monitoring to full p=reject policy, effectively preventing domain spoofing.
- **Improved Email Deliverability** – Valid emails reliably reached customers, partners, and employees without authentication issues.

Omni Hotels & Resorts successfully overcame the SPF 10-lookup limitation and reached DMARC enforcement with Valimail's Enforce solution.