

Borderless CS

CYBER SAFE TOGETHER

Microsoft 365 Rebranding Assessment and Implementation of Domain Configuration Customer success story



AUSTRALIA'S SMARTEST TOURISM DESTINATION

CLIENT: **AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW)**

INDUSTRY: **TOURISM**

SOLUTION PROVIDER: **BORDERLESS CS**

SERVICE: **REBRANDING ASSESSMENT AND IMPLEMENTATION OF DOMAIN CONFIGURATION**

1 | Page

Microsoft 365 Rebranding Assessment and Implementation of Domain Configuration - a success story



Overview

The **Australian Tourism Data Warehouse (ATDW)** is a vital resource for the Australian tourism industry, providing a central platform for tourism businesses to manage and distribute their data. To support its ongoing growth and improve its email communication infrastructure, ATDW sought **Borderless CS**, a leading Australian cybersecurity company, to assist with rebranding efforts, domain configuration, and implementing best practices to protect its new domain reputation. This project aimed to enhance security, streamline communication, and prevent potential issues with email deliverability.

The Challenge

ATDW faced several challenges related to its new domain and email infrastructure:

1. **Rebranding Needs:** The organisation needed to update its Microsoft 365 tenant and Azure AD to reflect a new branding direction.
2. **Email Domain Reputation:** ATDW required the creation of a new subdomain for transactional emails while ensuring that the organisation's domain reputation would be protected to avoid blacklisting issues and to improve email deliverability.
3. **Configuration of New Email Infrastructure:** The organisation also needed guidance on creating a new site in Cloudflare, configuring DNS records, and ensuring smooth email flow.
4. **Domain and Email Security:** It was crucial to ensure that the new domain and email configuration would adhere to best security practices, reducing risks of impersonation or phishing attacks.

The Solution

Borderless CS worked with ATDW to deliver a comprehensive solution that covered rebranding, domain configuration, and email security best practices. The following steps were taken:

1. Microsoft 365 Tenant Display Name Update

Borderless CS updated the **Microsoft 365 tenant display name** to align with ATDW's new branding. This ensured consistency across ATDW's platforms, reflecting the organization's updated identity.

2. Microsoft Entra ID (Azure AD) Name Update

The team updated the **Microsoft Entra ID (Azure AD) name** to match the new tenant display name, ensuring that identity and access management were correctly reflected across all systems, providing a cohesive user experience for ATDW staff.



3. Creation of a New Subdomain from Email communications

To handle transactional emails effectively, Borderless CS created a new subdomain specifically for transactional email communications. This move helped segregate transactional emails from general communications, improving deliverability and reputation management.

4. Creation of a New Site in Cloudflare

Borderless CS set up a new **Cloudflare site** for ATDW, offering enhanced performance, security, and protection from attacks such as DDoS. Cloudflare's robust features helped manage the domain infrastructure and secure the organisation's online presence.

5. Configuration of DNS Records in Cloudflare

The team configured the necessary **DNS records in Cloudflare**, including **SPF, DKIM, and DMARC**, to ensure that ATDW's emails would be authenticated and prevent them from being flagged as spam or phishing attempts. These records are essential in protecting an email's reputation and ensuring email deliverability.

6. Configuration of Cloudflare NS Record in GoDaddy

Borderless CS configured the **Cloudflare NS record in GoDaddy**, ensuring proper DNS resolution between Cloudflare and GoDaddy's domain management platform. This step helped to establish seamless communication and improve ATDW's email security.

7. Adding a Custom Domain in Microsoft Entra ID

Borderless CS added the new subdomain as a **custom domain in Microsoft Entra ID (Azure AD)**, enabling ATDW to integrate its new domain into its identity management systems.

8. Verification of Custom Domain in Microsoft Entra ID

Once the custom domain was added, Borderless CS worked to **verify the custom domain in Microsoft Entra ID**, ensuring that it was correctly authenticated and configured to avoid potential issues with email delivery and user authentication.

9. Adding the New Domain to the Online Exchange as an Authoritative Domain

The new subdomain was then added to the **online exchange** as an **authoritative domain** to send emails, ensuring that all email communications from the subdomain were properly recognised and trusted by recipients' email servers.

10. Creating Aliases for Active User Accounts

Borderless CS created **aliases** for the active user accounts using only the first name, improving email address simplicity and ensuring that emails could be sent from a more personal and user-friendly format.



11. Creating Aliases for Distribution and Shared Mailbox Accounts

The team also created **aliases** for distribution lists and shared mailbox accounts, further streamlining communication across the organisation and enhancing email management.

12. Creating One Test Email Account and Testing the Email Flow

To ensure that the entire email configuration was working as intended, Borderless CS created a **test email account** and performed rigorous tests on email flow. This included testing email sending and receiving functionality to verify that all systems were properly configured and emails were being sent securely and reliably.

Results

The implementation of this comprehensive solution delivered significant benefits for ATDW:

1. **Enhanced Branding and Identity Consistency:** The updates to Microsoft 365 and Azure AD provided ATDW with a unified and consistent brand identity across all communication platforms.
2. **Improved Email Deliverability:** The creation of a new subdomain and the proper configuration of DNS records (**SPF, DKIM, DMARC**) ensured that ATDW's transactional emails would be delivered to recipients' inboxes, reducing the likelihood of them being flagged as spam.
3. **Secured Domain Reputation:** The best practices implemented by Borderless CS, including proper domain authentication and the establishment of a new subdomain, helped protect ATDW's email reputation and prevent the organisation from being blacklisted.
4. **Streamlined Email Management:** The creation of aliases and simplified user email addresses improved email flow and made it easier for ATDW staff to manage email communications.
5. **Robust Security:** The configuration of Cloudflare and DNS records provided additional layers of protection against cyber threats, ensuring ATDW's domain was secured and its data remained protected.
6. **Future-Proofing:** The advice on domain reputation management and best practices helped ATDW maintain a secure and efficient email system moving forward, preventing future issues with deliverability or domain security.



Conclusion

By partnering with **Borderless CS**, **The Australian Tourism Data Warehouse (ATDW)** successfully completed a comprehensive **rebranding** and **domain configuration** project that enhanced email deliverability, protected domain reputation, and aligned its identity across platforms. The careful implementation of best practices for DNS configuration, Cloudflare setup, and email security ensured ATDW's continued success in reaching its audience with secure, trusted communications.

This project not only improved the organisation's email infrastructure but also ensured that ATDW could continue to deliver high-quality, secure services to its stakeholders while maintaining a strong reputation in the tourism sector.