



FranklinCovey Enhances Email Security and Efficiency with Abnormal

Executive coaching firm sought to enhance performance of existing SEG to prevent VEC attacks and filter graymail.

FranklinCovey has earned an international reputation for effective leadership and company culture training. For more than 35 years, their coaching has promoted “habits of effectiveness in every individual” and “high-trust culture” to achieve key goals. The company also applies this approach to its own operations, supporting customers across 160 countries with resources in two dozen languages. This commitment is just one of the reasons the firm has earned the trust of multiple Fortune 100 and Fortune 500 companies.

The FranklinCovey Email Security Challenge

Graymail that made it past the company’s Microsoft 365 security was impacting efficiency—for the IT team and the company in general. “We don’t have time for someone to watch the email abuse box all day, so we have to be strategic to protect our individual users, our data, and the enterprise,” said Blaine Carter, Global CIO. “Efficiency and automation are key. We wanted an adaptable, automated solution that no one has to babysit.”

Carter and his team also wanted a reliable way to prevent advanced credential phishing and vendor email compromise attacks from evading their existing security stack. Said Carter, “Microsoft is very good at filtering threats with malicious elements, but we also needed in-depth understanding of email intent.”



Industry
Professional
Training and
Coaching

Headquarters
Salt Lake City, UT

Employees
2,200+

Protected Mailboxes
4,200+

Customer Key Challenges

- Prevent advanced credential phishing attacks from reaching employee inboxes.
- Prevent vendor email compromise (VEC) attacks and detect compromised vendor accounts.
- Improve productivity by accurately filtering out graymail and spam.

Abnormal Products

- Inbound Email Security
- Account Takeover
- Abuse Mailbox
- Email Productivity

“In the last 30 days, Abnormal filtered more than 176,000 graymail messages. That’s over 500 hours of our people’s time. [Employees say Email Productivity has freed them from spending their mental energy assessing emails for risk and importance.](#)”

Blaine Carter
CIO



Customer Case Study

524

Employee hours saved with intelligent graymail filtering in the past 30 days.

30

VIP hours saved with intelligent graymail filtering in the past 30 days

135

High-risk compromised vendors identified.

The Abnormal Security Solution

Abnormal Inbound Email Security uses advanced behavioral AI to baseline normal behavior of every user in an organization and then detect deviations—including subtle shifts in tone, content, and wording—that can indicate a sophisticated attack.

Email Productivity extends behavioral AI to the message sorting habits of each user to learn their preferences. Then, the solution automatically sorts unwanted graymail into a Promotions folder, freeing the IT team from tedious tasks related to managing rules and safelists.

Abuse Mailbox Automation and Account Takeover Protection use Abnormal behavioral AI to put investigation, remediation, and compromised-account lockouts on autopilot, so the IT team can enjoy more peace of mind and more time for other tasks.

Why FranklinCovey Chose Abnormal

Carter and his team liked the fact that Abnormal supports multiple languages—an asset for a company with global operations. Setup was easy, too. “We were impressed with the fast implementation. Within four days, Abnormal identified a BEC email that made it past M365. That could have cost a lot of money,” said Carter.

Abnormal also helps FranklinCovey work more efficiently. Email Productivity filters out hundreds of thousands of graymail messages, so employees and VIPs save roughly 500 hours per month. Abnormal also saves Carter’s team time and stress.

“As a 24/7 workforce, we can’t always be available when a threat comes in. Autoremediation and especially automatic lockout when someone’s account is compromised are lifesavers for us. We can rest on the weekends and sleep at night, knowing that if something happens, Abnormal will prevent it from spreading.”

Conclusion: More Efficiency, Greater Trust

With Abnormal monitoring FranklinCovey’s email ecosystem across languages and time zones, the company has found an effective automated solution for protecting customer and company data, enhancing productivity, and increasing employee and VIP trust in the email system. “Abnormal augments the benefits Microsoft provides to give us a true AI-enabled email solution,” Carter said.

“Our users are now so used to not seeing suspicious messages that our phishing test emails get a much better response. In our most recent test, we had 100 tickets within half an hour, because that message stood out. With Abnormal, these security exercises go from background noise to an anomaly that people notice.”

Blaine Carter
CIO

abnormalsecurity.com →