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Phishing: Don't Take the Bait

November 12th, 2020 | Phil Karcher, Principal Product Manager, Security Awareness Training

The Growing Problem of Phishing

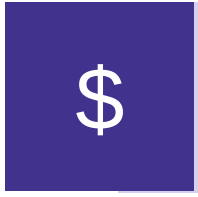
1 in 3 have **clicked on a phishing email** in the last year in the U.S.

#1 threat action variety in data breaches

Every day, **2%** of users will click on a phishing link

76% of users **will click on an email** without knowing the sender

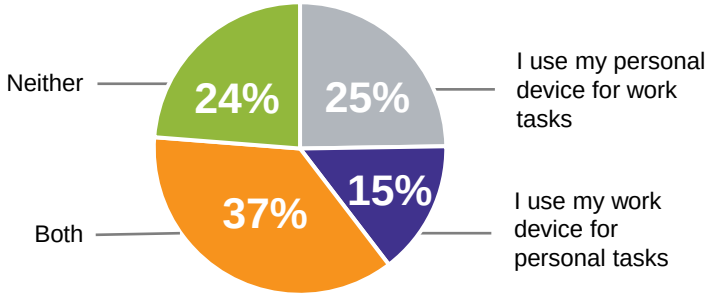
67% of orgs are concerned about phishing as the primary attack vector



CC: $12-35, **ATM Card:** 10% of account value
Twitter Creds: $16, **PayPal:** Same as ATM

Blurred Boundaries between Work, Home Life Add Risk

Do you use your personal device for work or work device for personal tasks like checking email?



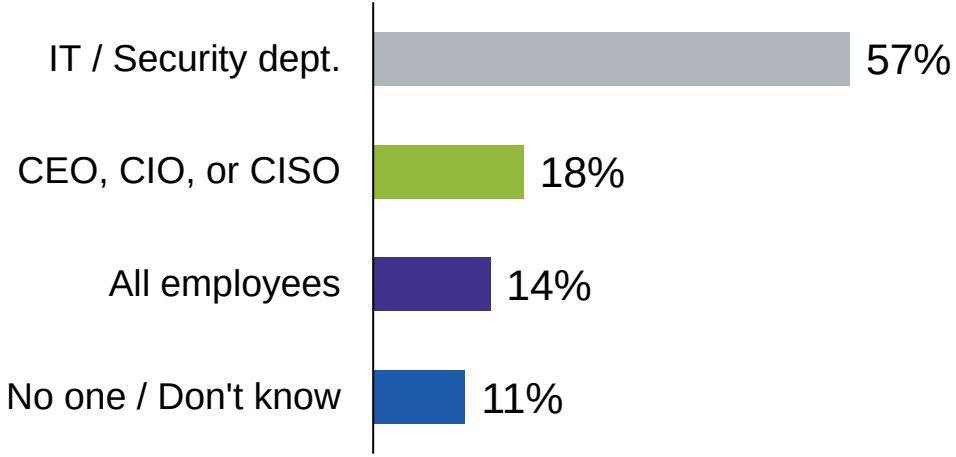
- Stress and mental health
- Distraction
- False sense of security
- Unsecured personal devices
- Doing personal tasks on work devices

"People are taking increased physical safety measures in the pandemic, including mask wearing, more frequent hand-washing, etc. I think this heightened level of precaution and awareness could cause people to slightly overestimate their overall safety, including their safety regarding online threats."

– Prashanth Rajivan, Ph.D.

“Not My Responsibility”

Who is responsible for cyber resilience in your company?

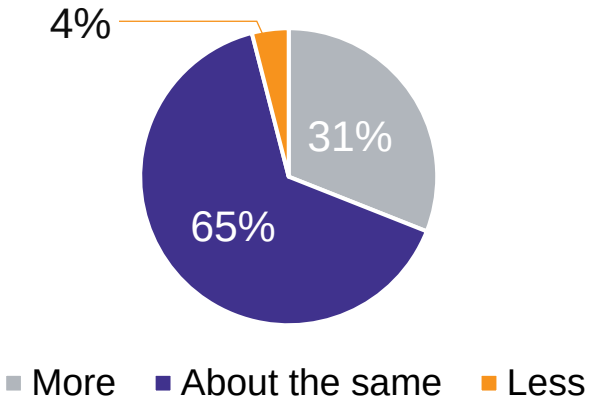


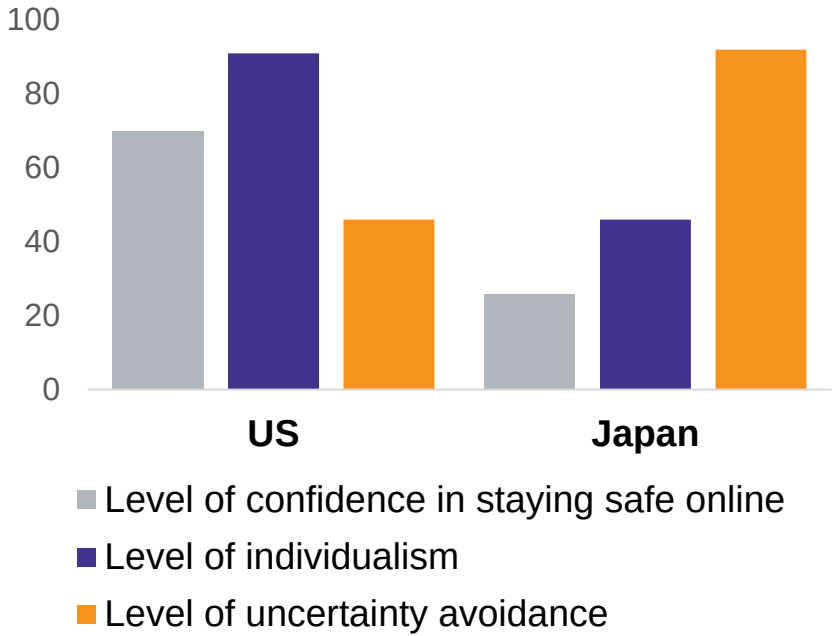
“A company is vulnerable to attacks because each employee is vulnerable.”

– Briana Butler, engineering services manage, Carbonite + Webroot, OpenText Companies

Overconfidence

Given the increase in the amount of time you've spent working from home, do you feel more or less prepared to spot phishing email attempts?





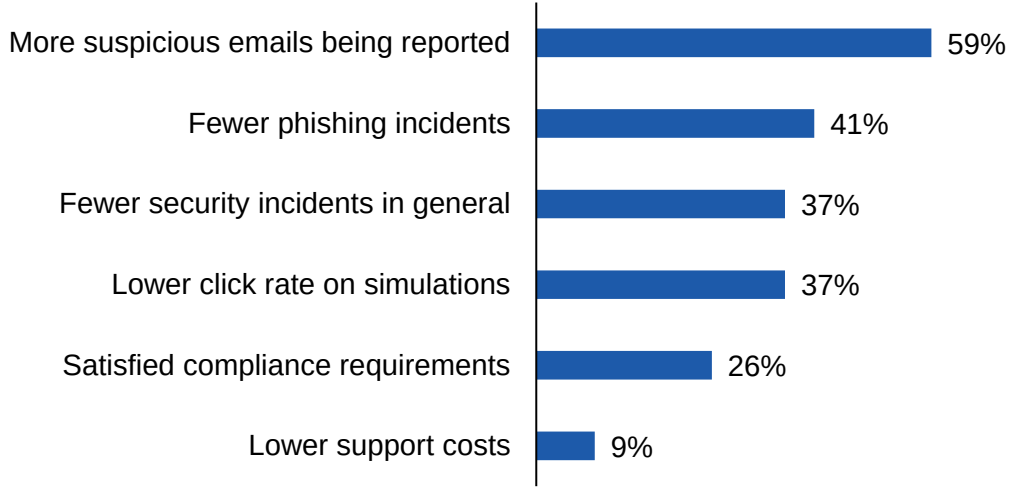
Ways to Identify High-Risk Users

- Employee monitoring software
- Data loss prevention software
- See who interacts the most with the help desk
- Dark web breach reporting
- The tried-and-true method: phishing simulations

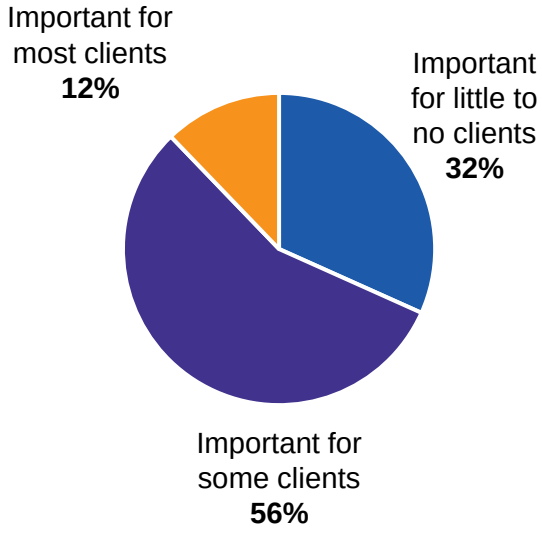
Security Awareness Training Proves its Worth

Changing user behavior around email is the #1 benefit

Have you or your clients experienced any benefits from SAT? (Select all that apply)



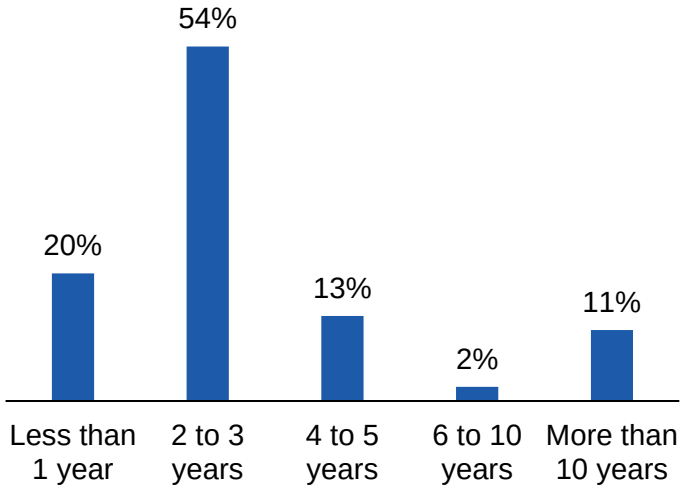
How important are compliance requirements to justify SAT?



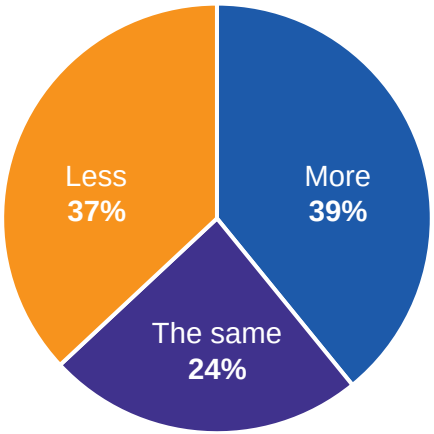
Base: 46 MSPs that provide Security Awareness Training | Source: November 2020 Webroot MSP SAT Survey

Most have provided SAT for less than 3 years

How Long Have You Been Providing SAT?



Have You Delivered More (or Less) SAT in 2020?

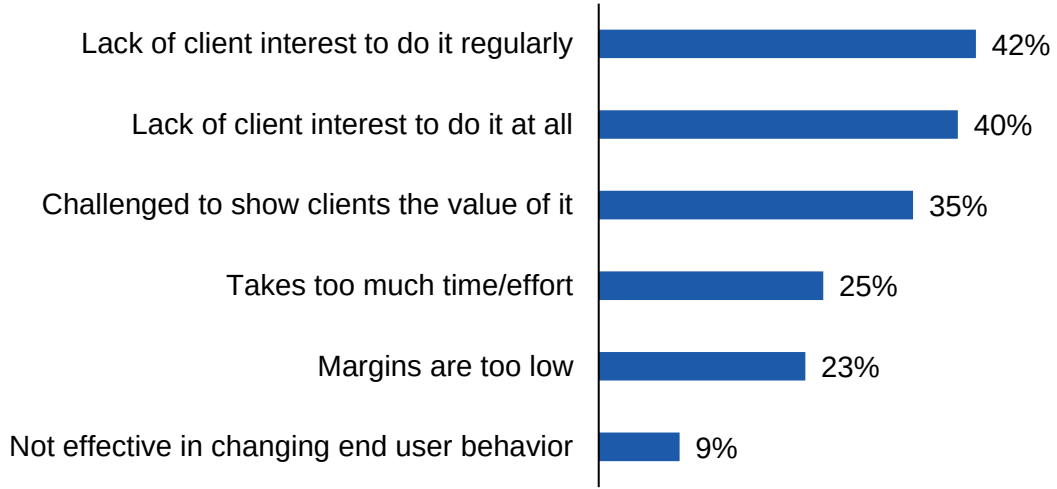


46% of respondents provide SAT to their clients

Base: 46 MSPs that provide Security Awareness Training | Source: November 2020 Webroot MSP SAT Survey

Client interest remains the #1 barrier to adoption

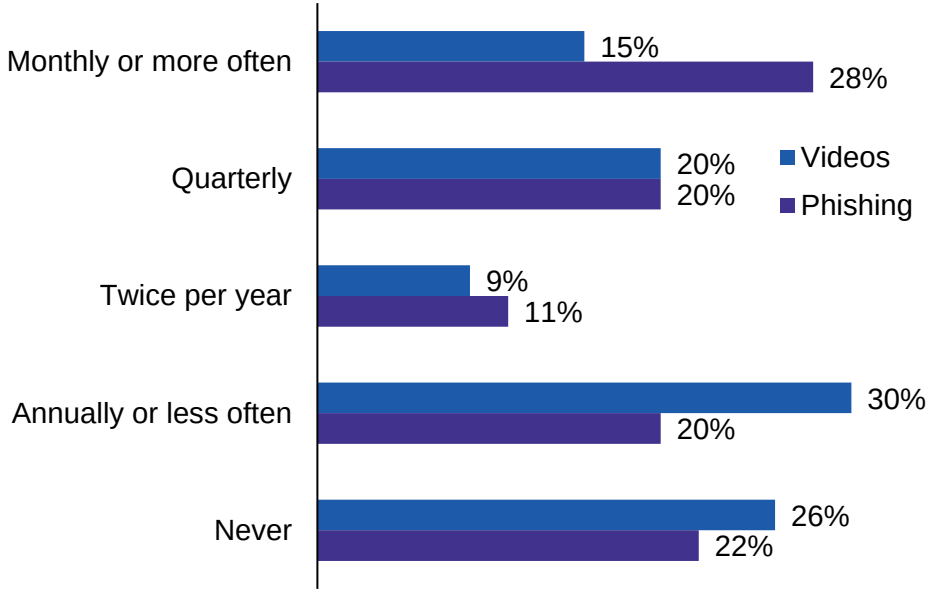
Is anything preventing you from delivering more SAT?
(Select all that apply)



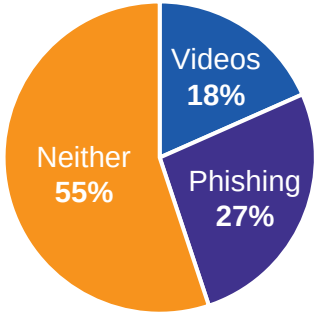
Base: 100 MSPs | Source: November 2020 Webroot MSP SAT Survey

Simulated phishing gets more focus

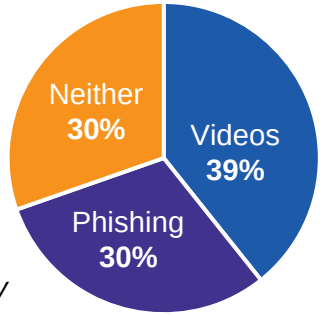
How Often Do Clients Receive Training?



Do You Target Specific Job Roles?



Do You Target Simulated Phishing Victims?



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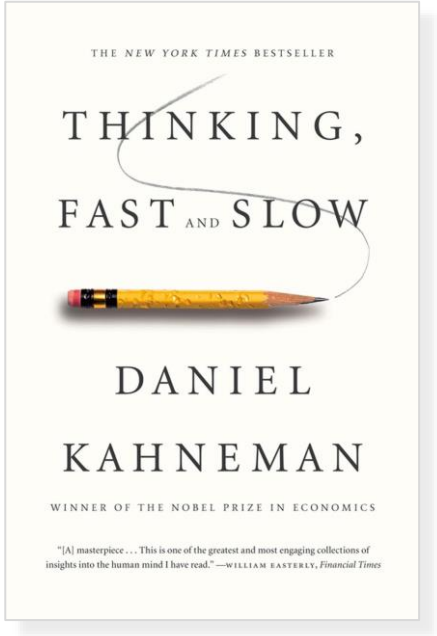
Encourage a More Reflective, Analytical Approach

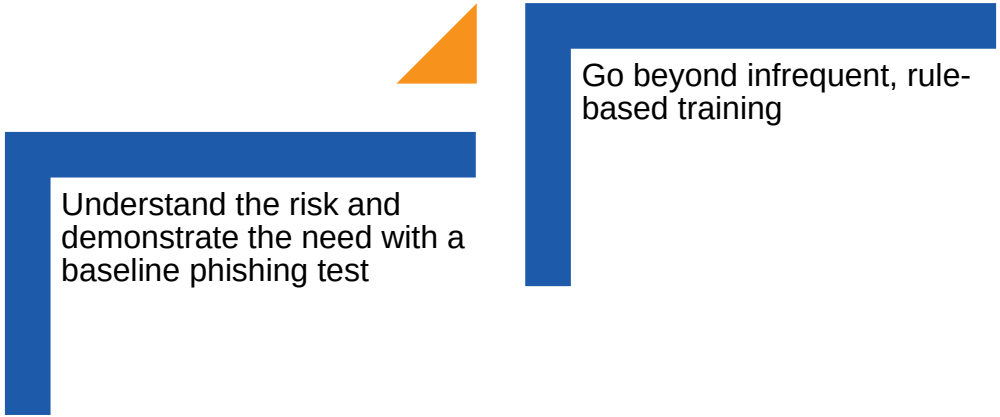


- Repetitive, rule-based training can be counter-productive
- Help employees develop a suspicious mindset
- Ongoing exercise and feedback is necessary to change behavior

"Give a man a truth and he will think for a day. Teach a man to reason and he will think for a lifetime."

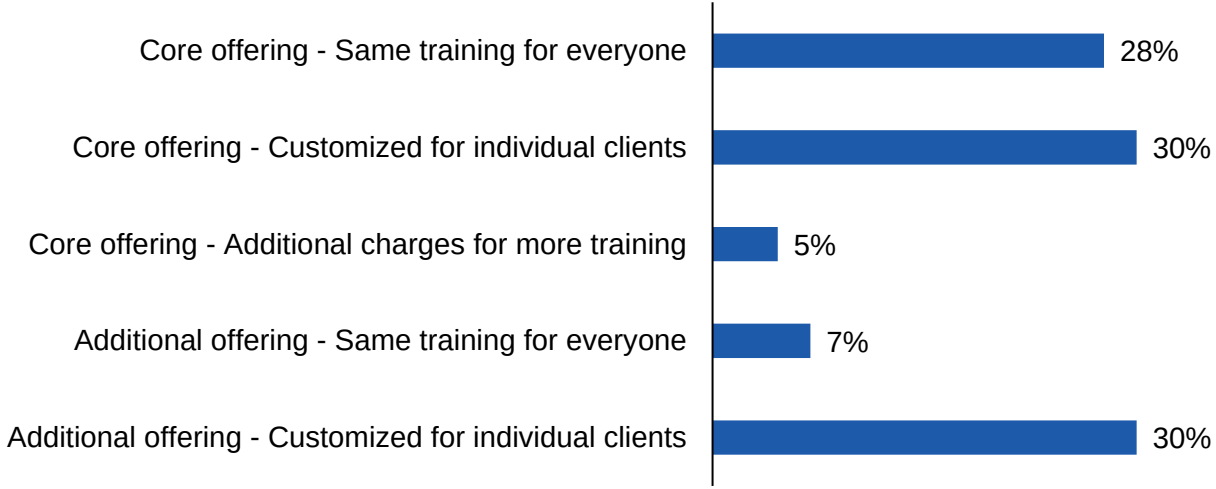
– Phil Plait

Next Steps

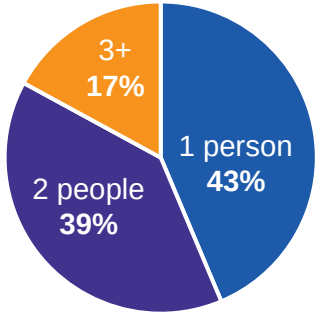


Most include SAT in their core offering

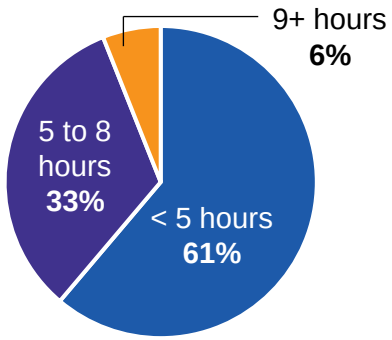
How Do You Package SAT?



Number of Staff Involved



Monthly Hours Spent on SAT



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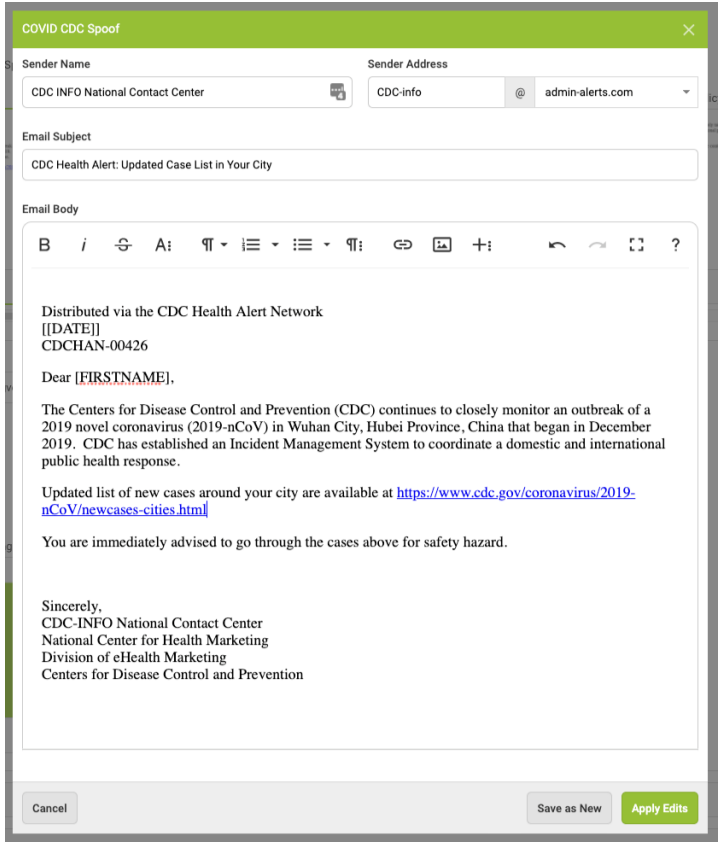
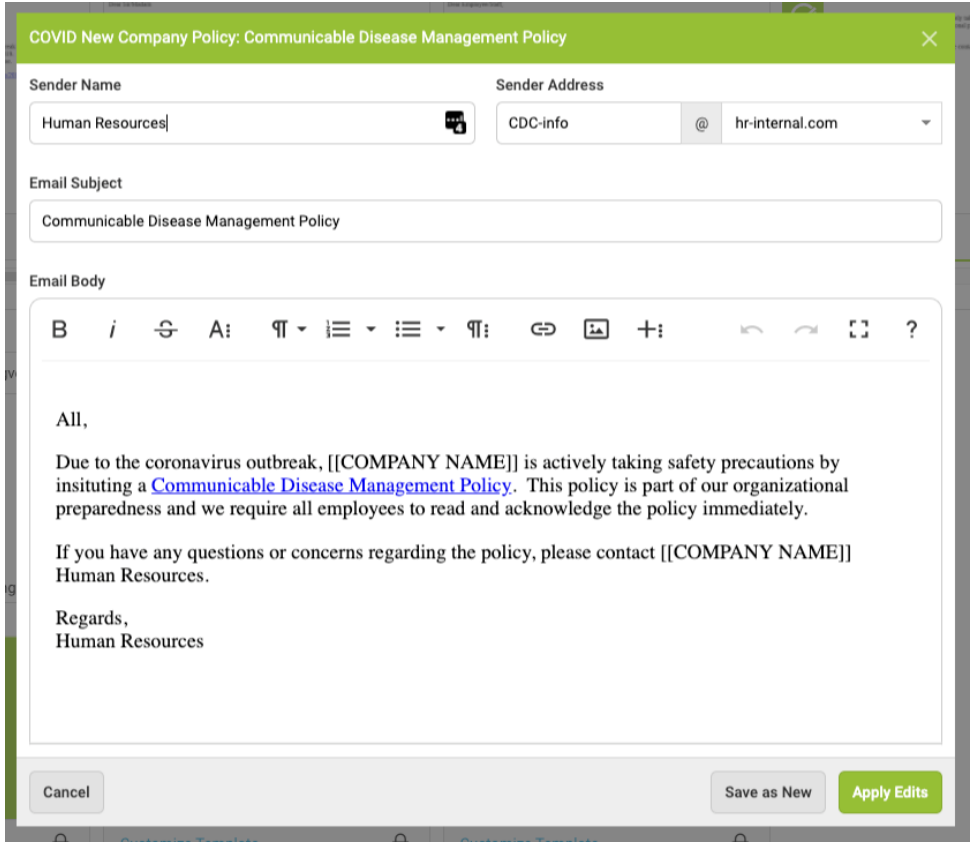




Webroot® Security Awareness Training

One centralized solution for ongoing awareness training

Phishing Simulator

- Test and **measure** user progress
- Identify high risk users
- 200+ up-to-date real-world phishing examples

Training Courses

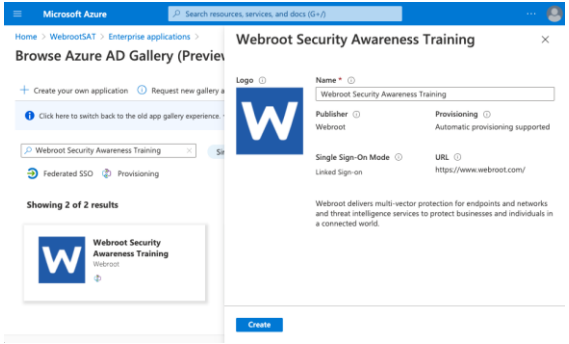
- Comprehensive library of security and compliance topics
- Award-winning training informed by threat intelligence and real-world events
- Monthly updates

Reporting/Compliance

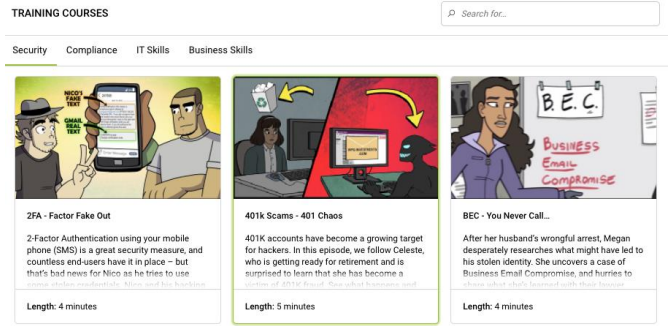
- Integrated reporting center
- Dark Web Breach report for identifying high risk users
- Meets compliance **requirements** PCI, HIPAA, GDPR, CCPA

Security Awareness Application (web-based)

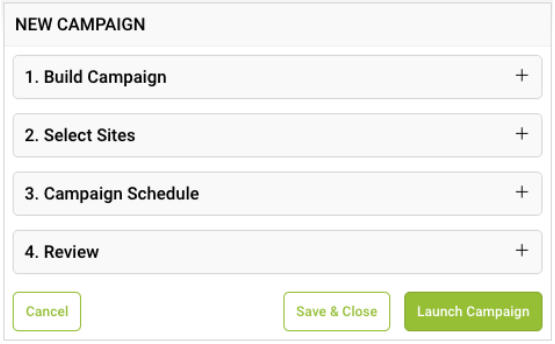
Microsoft Azure AD integration for user import



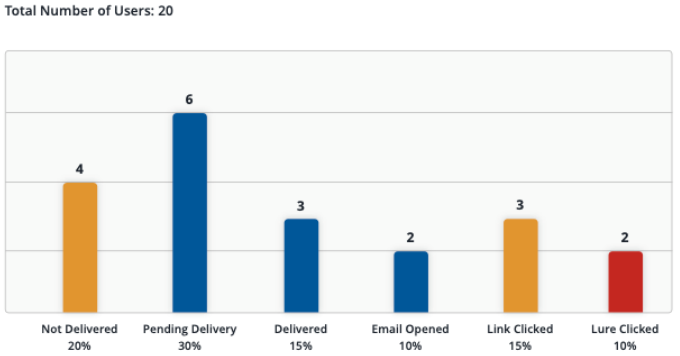
Content library to browse/discover available training



Simple 4-step wizard to create a campaign



See campaign results in reporting



Questions

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