

# RSA<sup>®</sup>Conference2017

Abu Dhabi | 7–8 November | Emirates Palace

SESSION ID: SPO1-W05A

## Turning the Tide: Fending off Cyber Threats

**Authenticate / Protect / Respond**



**Roy Murdoch**

SE Manager NEMEA

Proofpoint

POWER OF  
OPPORTUNITY

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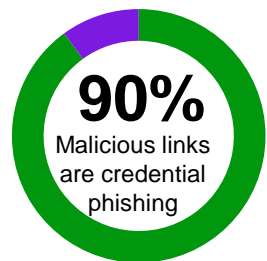
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## **Who's in the Actors Sights?**

# Attacks Increasingly Target Individuals, Not Infrastructure

Threats use  
social engineering,  
not vulnerabilities



Shift to cloud creates new  
threat vectors, data  
exposure



Email fraud becomes  
board-level issue

**\$5.3B**

Direct losses since January 2015,  
up 2,370%

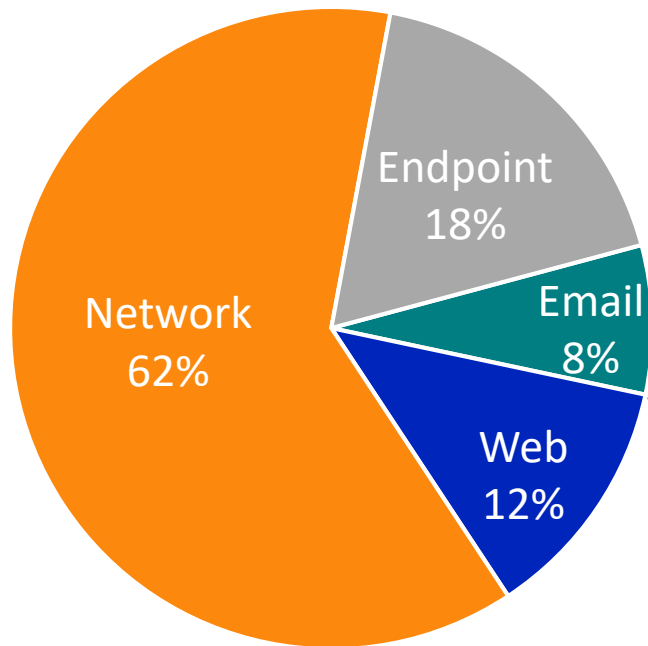
**50,000+**

Organisations victimised  
worldwide

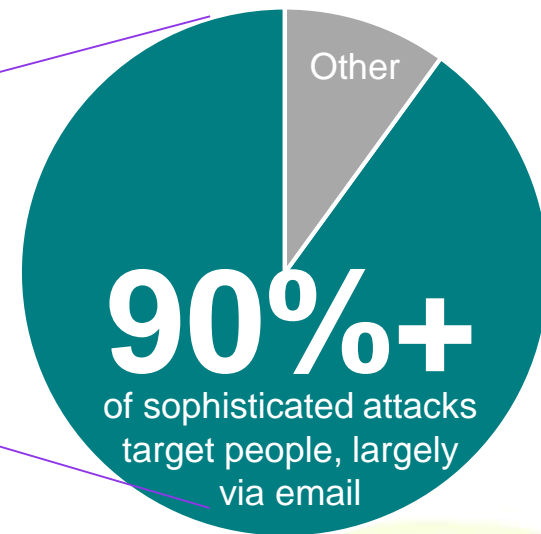
Source: FBI

# Organisations Underinvest in Email; Attackers Don't

## IT Security Industry

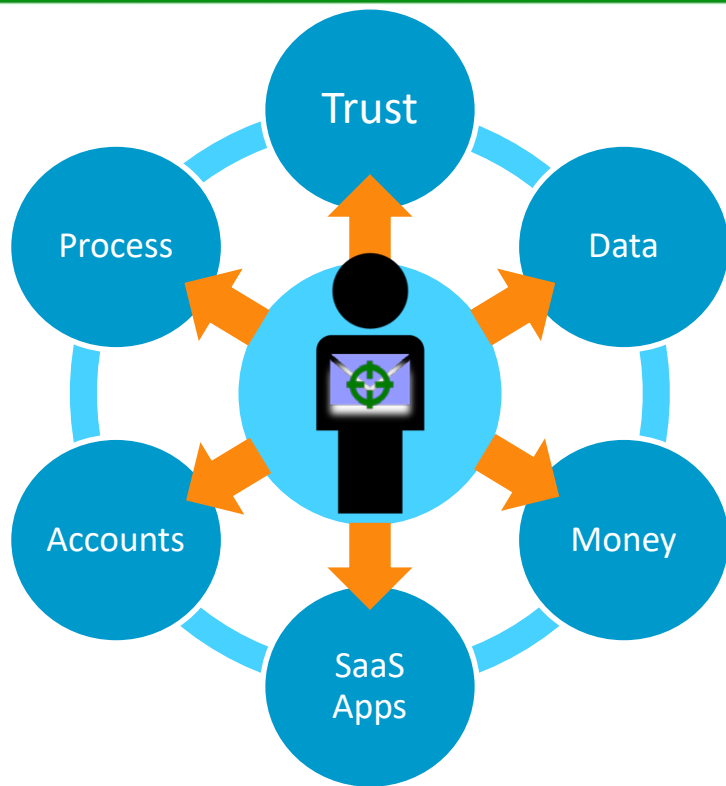


## Attack Vectors



Source: Verizon DBIR, Trend Micro, FEYE, etc.

# Protecting Your People is the Key



Enterprises of all sizes face **similarly sophisticated, targeted attacks**

**4.6%** of all malicious URLs clicked on, **75%** within the **1<sup>st</sup> hour**

**45%** from mobile devices

Organisations **without large security teams** can't react quickly

**World-class effectiveness** against human-targeted attacks gives small teams a **fighting chance**

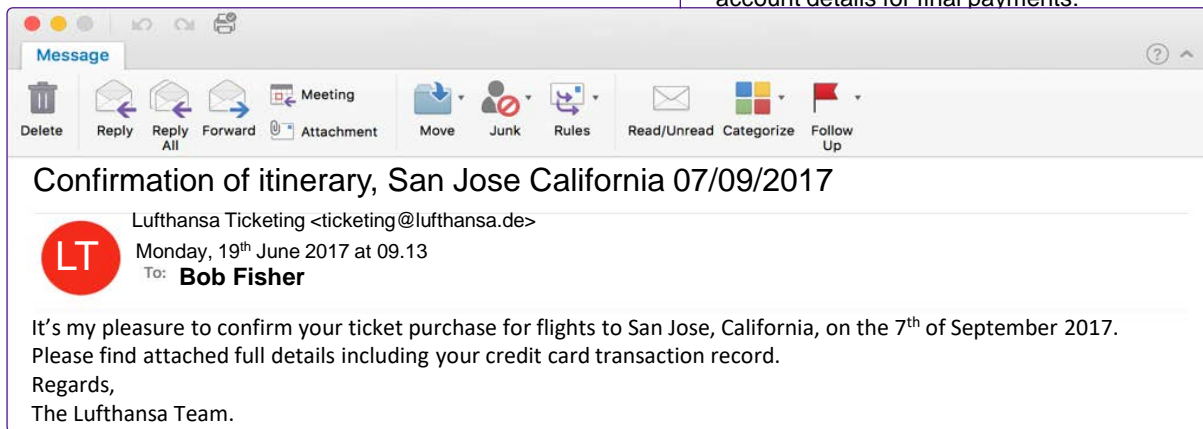
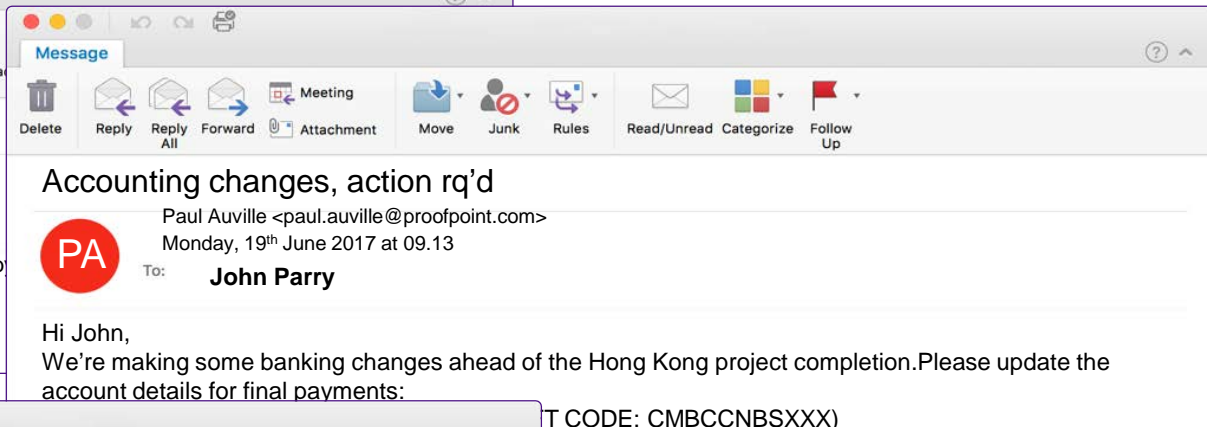
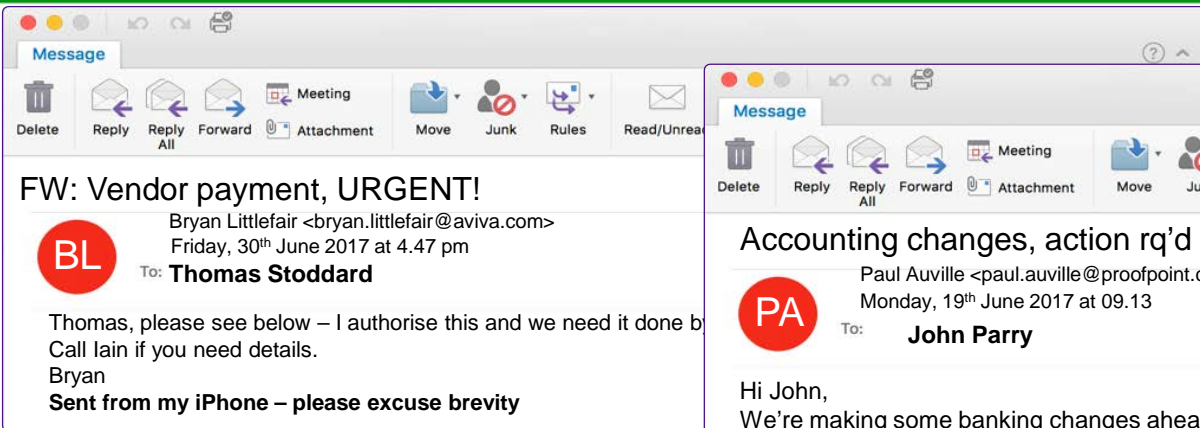
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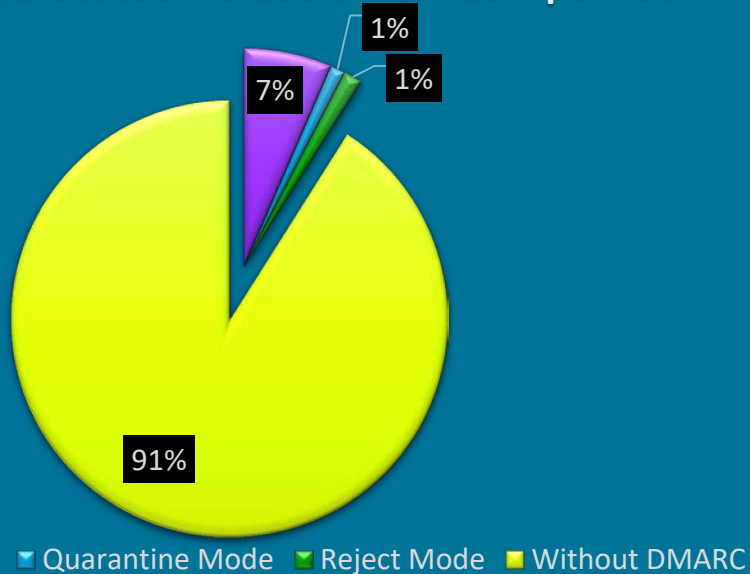
# The Need to Authenticate

# What DMARC Helps Prevent?



# DMARC Survey Across EMEA

## DMARC Status Across EMEA Companies



- 20,000 EMEA Companies
- Only 9% DMARC Enabled
- No Silver Bullet
- Will NOT Prevent All Attacks
- Complements Protection



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# The Need to Protect



# Protecting Against Advanced Attacks: Malware

The image shows a screenshot of an email and a Word document. The email is from Meaghan Cox <loisbaker@cox.net> with the subject 'Appearance Notice AP1691788'. The attachment is a Word document named 'Subpoena to Appear and Testify in Court for com'. The Word document is a 'PROTECTED DOCUMENT' that requires human verification. Callouts highlight specific details: the sender's name and email address, the attachment name and hash, the recipient's name and address, and the presence of malware inside a Word document inside another doc.

Compromised sender with good reputation

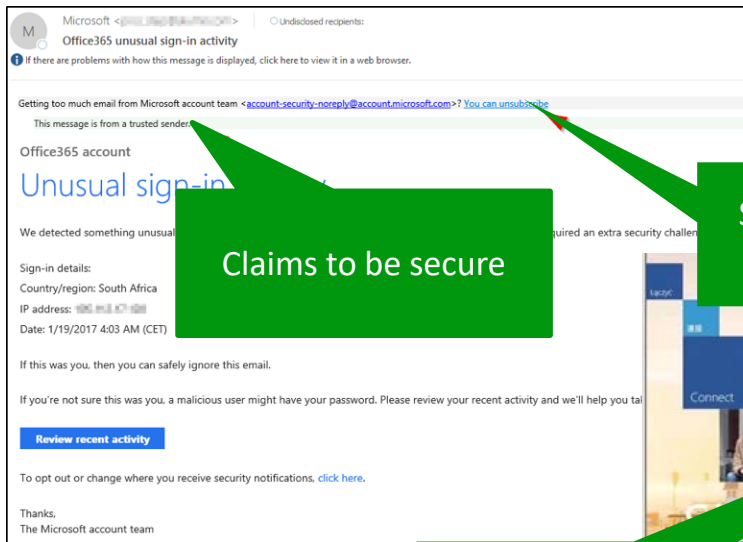
Customised attachment name and hash

Correct name, phone, and address for targeted company in fake legal claim

Malware inside a Word document inside another doc



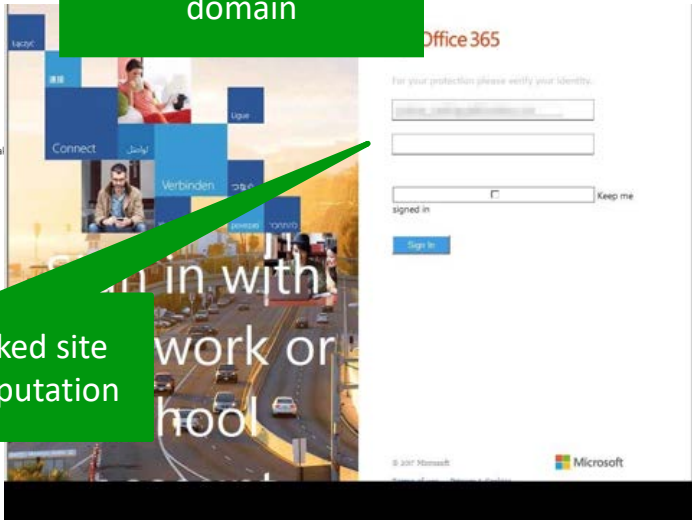
# Protecting Against Advanced Attacks: Credential Phishing



Claims to be secure

Sent from looklike domain

Link to hijacked site with good reputation





# Protecting Against Advanced Attacks: Email Fraud

Not targeting senior executive (“whaling”)

From: Partner <partnerexec@partner.com>  
Subject: Big new order – please ship ASAP  
Date: Oct 9, 2016 8:07 AM EDT  
To: order admin<oa@acme.com>

Sender has good reputation

Appears to come from trusted source

Hi,  
Please ship our next order to:  
5545 Elm St  
Springfield, US

No malicious content to analyse

Thanks,  
Alice

# O365 & Cybersecurity: It's hard to keep up

## O365 is the Biggest Target



## O365 is a Soft Target



## Threats are a Moving Target



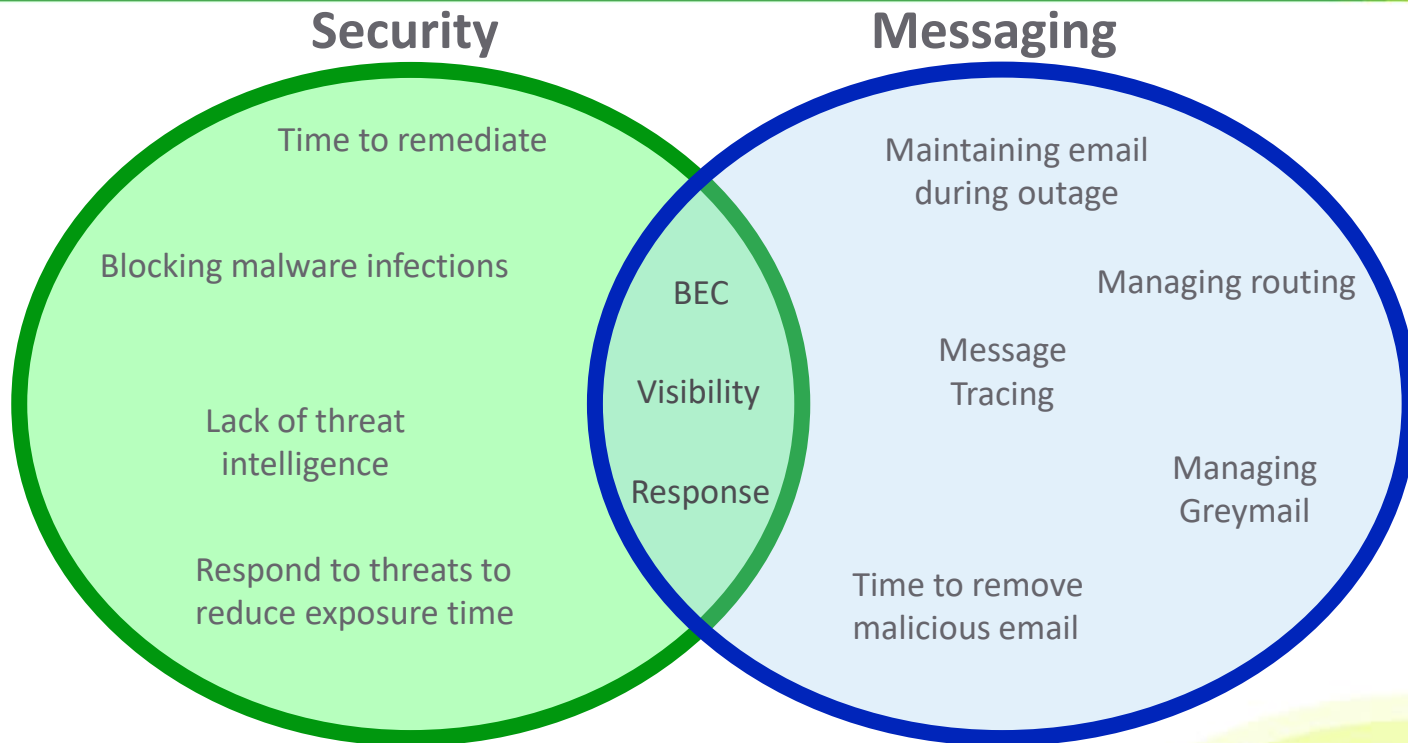
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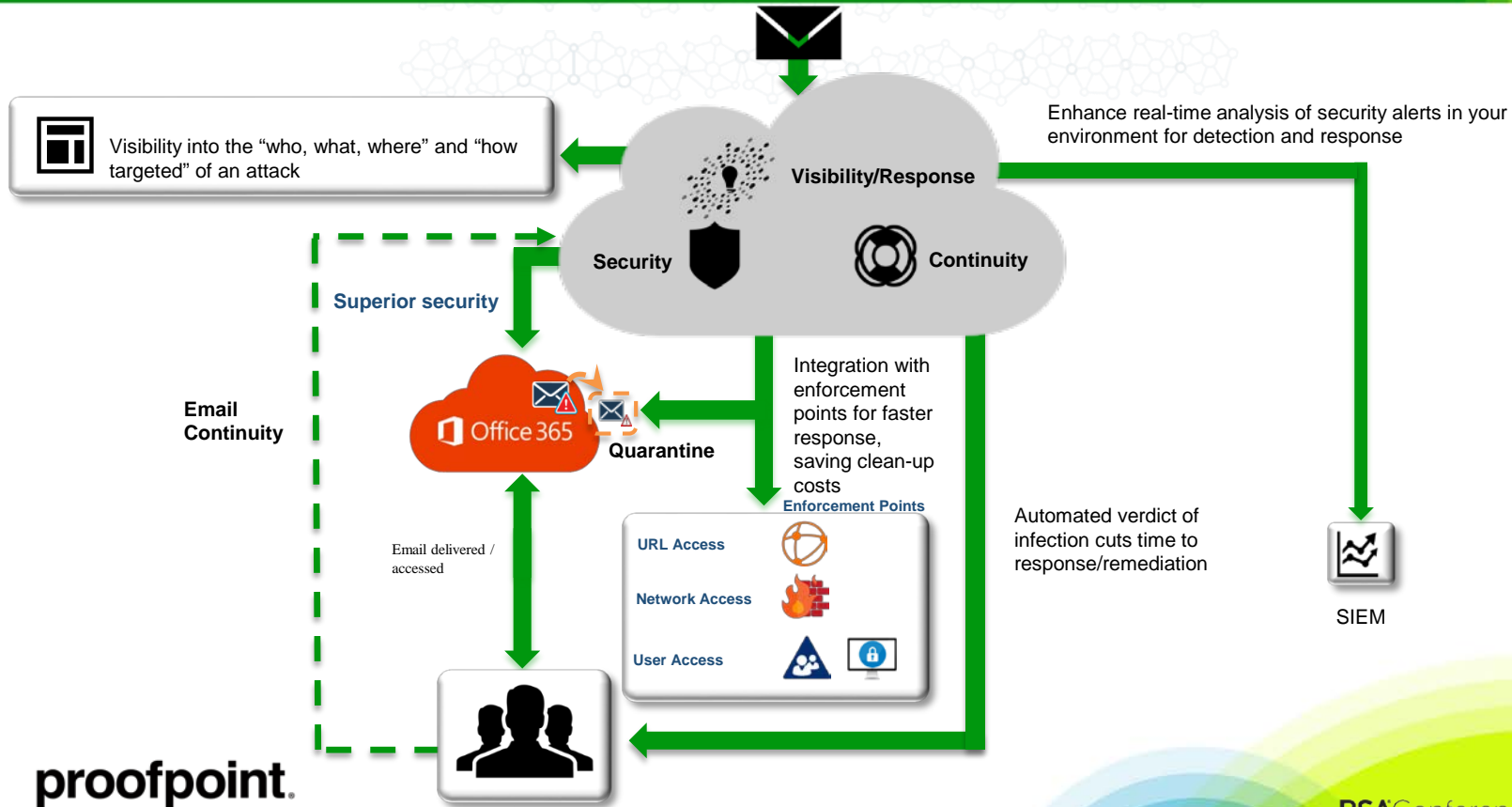
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**Prepared to Respond Quickly**

# Dealing with the Attack



# Infrastructure Considerations





# Apply What You Have Learned Today

## Areas to review:

### ● Authenticate

- If you don't have Email Authentication enabled, ask why not
  - [www.proofpoint.com/uk/getting-started-with-dmarc](http://www.proofpoint.com/uk/getting-started-with-dmarc)

### ● Protect

- How well are you protected, want to run a scan on your existing mail boxes for greater visibility?
  - <https://www.proofpoint.com/uk/threat-discover-email-assessment>

### ● Respond

- How quickly would you security and messaging teams be able to react if something gets through?

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## Thank you

For More Information, come to Stand: 8

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