

PHISHING

The facts and costs of phishing

VALET TECHNOLOGIES
AT YOUR SERVICE

The Cost of Phishing

A Significant Risk For Businesses

The human element is often the weakest component in a company's security, and attackers exploit this fact. Phishing attacks are on the rise and more sophisticated than ever.

The average cost of a phishing attack for a mid-sized company is \$1.6 million.

The Human Firewall

Defend Against Changing Threats

Having layered levels of defense is critical to an effective information security program. Blacklisting a site or IP address is ineffective to defend against phishing attacks. Employees are a key part of a security strategy.

Testing & Training

Improve Employees' Security Awareness

Testing and training are needed to improve your human firewall. A great way to improve your resiliency against phishing attacks is to test and train your employees with this threat vector.



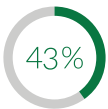
93% of social attacks are phishing related.



90% of incidences and breaches include a phishing element.



66% of malware is installed via malicious email attachments.



43% of all breaches include social tactics.



28% of phishing attacks are targeted emails.



21% of ransomware involve social actions.

Source: Verizon Data Breach Investigations Report - 10th Edition

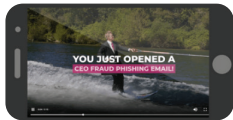
Educate + Entertain = Risk Reduction

Keep your employees at the highest level of security awareness through continuous training and testing. Our team will help your business implement a full-service state of the art phishing awareness program that educates, entertains, and reduces risks for your business.



Real-world Phishing Simulations

Fake phishing simulations sent monthly that provide employees real world phishing scenarios to their inbox. HookMail trains employees using all types email templates including brand-knocks, current events, business email compromise, financial/banking, healthcare, IT, online services, social media, promotions, as well as customized templates.



Edutainment Training

A new, yet proven, type of individualized and compelling asynchronous training. New-age training that builds company-wide cyber awareness and culture. Edutainment is entertainment with an educational aspect. If an employee clicks on a link in the email they are sent to edutainment video training content that is less than 60 seconds. Employees who pass the monthly simulation are sent congratulatory email with a dose of edutainment training. HookMail provides employees the necessary pattern recognizing skills to properly identify phishing emails and threats.



Integrated Behavioral Reporting

Properly UX designed reporting for management and executive teams to help better understand employee behaviors and potential risks.. API's sync to permit integration into organizations' KPIs and OKRs.