



IDENTITY
AUTOMATION &



K12 SIX

Present

Spear Phishing

How to Protect Yourself
and Your Organization



What is Spear Phishing?

- Targeted form of phishing attack
- Focuses on specific individuals or organizations
- Uses personalized information to deceive victims
- Aims to steal sensitive data or gain unauthorized access



Phishing email sent



Security tools block some, not all, of the emails



Phishing email lands in user inbox

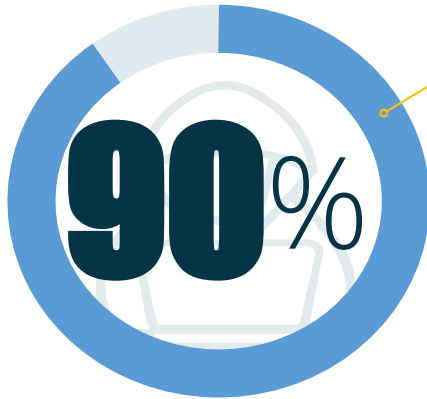


User clicks the link and falls victim



Spear Phishing vs. Regular Phishing

- Targets are carefully selected and researched
- Messages appear legitimate and tailored
- Uses social engineering tactics for manipulation
- Higher success rate due to personalization



90% of cyber security incidents in schools start with phishing.

Consortium for School Networking (CoSN)



Mitigating Spear Phishing Risks

- Implement multi-factor authentication
- Train employees on threat awareness
- Regularly update and patch software
- Use email filters and advanced threat intelligence



**Eliminate
Human Error**



**Prevent Across
Threat Vectors**



**Stay Ahead
of Threats**

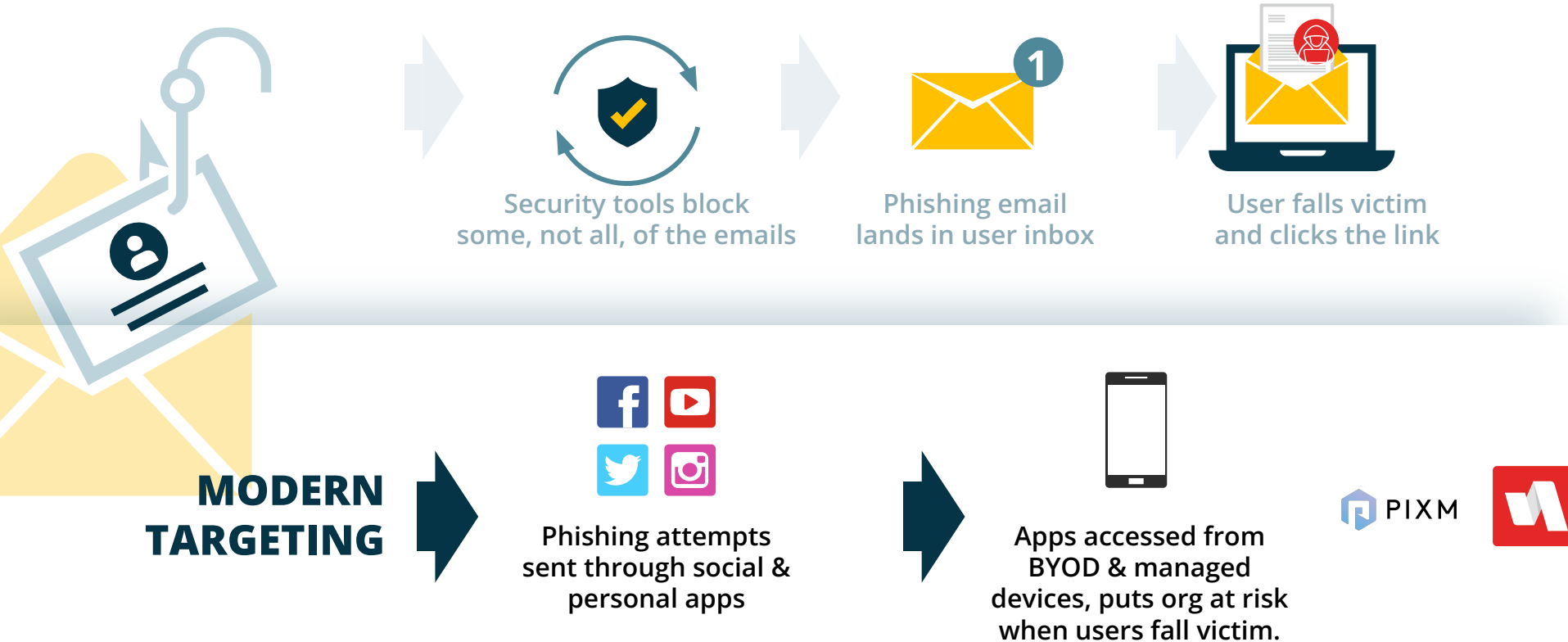


Security Controls for Protection

- **Network segmentation** to limit lateral movement
- **Endpoint protection** with robust antivirus software
- **Encryption** of sensitive data in transit and at rest
- **Intrusion detection** to detect intrusions into your environment
- **Regular backups** to prevent data loss



The Evolving Phishing Landscape



Protection Beyond the Inbox: RapidIdentity PhishID



**Eliminate
Human Error**



**Prevent Across
Threat Vectors**



**Stay Ahead
of Threats**

No User Training Needed with Touchless Phishing Protection!

Social Media

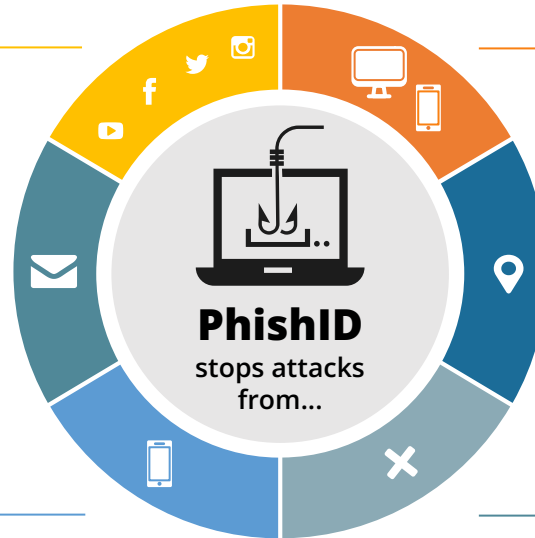
Personal Devices

Personal Email

Proxy-Aware & Targeted
Zero-Day Attacks

Text Messages

Missed by Other Vendors



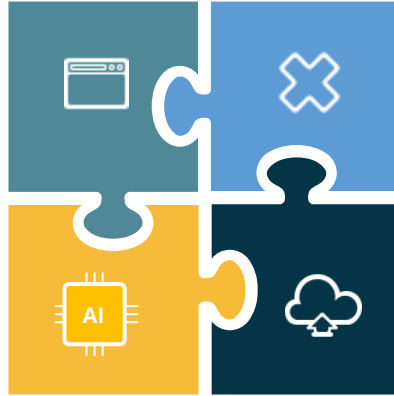
How Does It Work?

Browser-Based

PhishID works in the browser. The user clicks the link, and the technology analyzes the page while it loads.

Computer Vision Technology

AI scans the page as it loads for the user, determining if it is fraudulent in real-time.



Proactively Stops Breaches

When a fraudulent page is identified, the user is immediately alerted and warned not to continue.

Effortless Deployment

Deploy PhishID across your enterprise in minutes, with no user training needed.



Real World Protection

- Owensboro Public School in Kentucky uses Identity Automation's PhishID
- PhishID detected a **spear phishing attempt that targeted a user who had privileged access** to school systems
- Security monitoring software can detect false positives, so some investigation was warranted, but **PhishID's alert turned out to be a true positive**
- The user's email address was used, and there were **images of the school embedded in the HTML code.**
- PhishID's detection capabilities were especially impressive because the **malware the attacker tried to link to wasn't in VirusTotal's database.** VirusTotal is a malware threat intelligence source for most of the big antivirus vendors



RapidIdentity PhishID Features



POINT-OF-CLICK
PROTECTION



AI-POWERED
TECHNOLOGY



EFFORTLESS
ADMINISTRATION



SAFETY NET FOR
HUMAN ERROR



COMPUTER
VISION



COMPLEMENTS
RAPIDIDENTITY SAFEID

Make sure your users' credentials haven't gone phishing!



Platform

- **Chromebooks** | Chrome Workspace → Chrome
- **Windows** | SCCM, GPO, InTune → Chrome, Firefox, Edge
- **iPad** | JAMF → Safari
- **MacOS** | JAMF → Chrome, Firefox, Safari



Why PIXM?

- Start-up backed by leading Cyber VC firms, just coming out of stealth mode
- Winner of Columbia Venture Competition Prize for AI Innovation
- Winner of two Global InfoSec Awards at #RSAC 2022:
 - *Cutting Edge Anti-Phishing*
 - *Next Gen Cybersecurity Artificial Intelligence*
- Has blocked thousands of targeted phishing attacks missed by every other security product



Demo

Demo



Learn More...

Send an inquiry email to
PhishIDK12SIX@idauto.net

First five districts that sign receive an extended
trial through **July 2024!**



Q&A





IDENTITY AUTOMATION SALES

sales@identityautomation.com | 877-221-8401

www.identityautomation.com