

# Cyber Security

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Using ICT Services  
to Strengthen  
Your Business

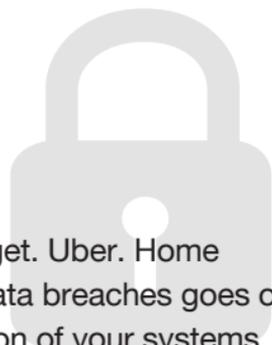
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**workforce**  
WindsorEssex  
YOUR LOCAL EMPLOYMENT PLANNING COUNCIL

# What is Cyber Security?



Yahoo. Ebay. JP Morgan Chase. Target. Uber. Home Depot. The list of companies hit by data breaches goes on and on. Cyber security is the protection of your systems, including hardware, software, and data, from cyber attacks. When it comes to cyber attacks, it's not a question of *if* you'll be attacked, it's *when* you'll be attacked. Most attacks are automated and attack targets at random. When your system comes under attack, it is important that your cyber security plan is already in place, protecting you against the attack. A cyber security plan takes into account users' compliance with security principles; processes to identify attacks, protect systems, respond to threats, and recover from successful attacks; and the technology needed to protect your systems.

“MAKE NO MISTAKE;  
NO BUSINESS IS TOO  
SMALL TO AVOID ATTACK.”

- MC BUSINESS SOLUTIONS

## What can Cyber Security do for your business?

Having a cyber security strategy and system in place will:

- Reduce the risk of cyber attacks
- Protect your organization from unauthorized access to your systems, network, and technology
- Guard your customers against breach of their confidential information, which could lead to identify theft or extortion attempts and damage your reputation
- Ensure your employees can spot cyber threats and are practicing strong security protocols

“IN THE MODERN  
THREAT LANDSCAPE,  
**KNOWLEDGE IS POWER AND  
INFORMATION IS GOLD.**”

- ALPHAKOR GROUP



# Case Study

In May 2016, the new Chief Information Security Officer (CISO) at the Henry M. Jackson Foundation for military medicine research realized the organization needed a stronger cyber security system. He wanted to make sure staff weren't being duped into cyber threats. The CISO reached out to a solution provider specializing in multi-message phishing campaigns and worked with the provider to send phishing messages year-round to employees. Some are framed as internal messages, while others look like they are coming from outside parties. Clicking on the email, the employee is alerted it is a phishing scam and is given information on how to avoid phishing scams in the future.

In the first test, employees received an email that appeared to come from within the organization, with a subject line of "HJF Email Server Migration Failure", which saw a click rate of 26.4%. Several tests were deployed following the initial test. In the latest exercise, Henry M. Jackson Foundation employees received an email from uber@uber.com with a subject line that stated "Uber: Update Your Account (Link)" that was sent to 1,237 recipients. The campaign saw just a 3% click rate, captured in a dashboard from the solution provider.



## THE RESULTS

- *A phishing scam click rate drop from 26.4% to 3% over several tests*
- *Employees became educated about avoiding future scams, better protecting the organization from security breaches*
- *Metrics gathered from the solution provider's dashboard allow for analysis of most problematic phishing methods and employees who need further security training*

**Check out the whole case study at:**  
**[www.workforcewindsoressex.com/ict-services](http://www.workforcewindsoressex.com/ict-services)**



# About the ICT Services Series

Workforce WindsorEssex has worked with local ICT service providers to produce brochures that help businesses explore how ICT solutions can save them time, money, and effort.

## Services in Windsor-Essex:



AlphaKor Group is the only full-service technology firm in Southwestern Ontario.

### They offer a host of services including:

- Managed services
- Hardware and IT support
- Data security
- Software development
- Digital marketing
- Unified communications

### Get in touch with AlphaKor Group:

7800 Twin Oaks Dr., Windsor, ON N8N 5B6

**Email** info@alphakor.com

**Phone** 519-944-6009



MC Business Solutions is your office network, furniture, and hardware provider. They offer a host of services including:

### They offer a host of services including:

- Business machines
- Furniture
- Document solutions
- IT services
- Office supplies

### Get in touch with MC Business Solutions:

3385 Mannheim Way, Windsor ON N8W 5E2

**Email** info@mcbs.ca

**Phone** 519-969-9400

For more information on ICT services in Windsor-Essex, including past and upcoming issues, visit:

**[workforcewindsor.essex.com/ict-services](http://workforcewindsor.essex.com/ict-services)**

