

PREPARED BY

Technology By Design

LURE

Social Engineering Prevention Program

Social Engineering has risen to become one of the dominant forms of cyber attack, involved in over 90% of all attacks today. As leaders we have to find a way to safely combat this growing threat, and Technology By Design wants to help. We developed LURE© to help combat this growing threat.

How We Do It...

Each campaign attempts to 'bait' individuals into phony engagements, based on popular campaigns of bad actors, to gain access to valuable information about your organization's structure, staff, finances, and the list of individuals or organizations your organizations serves.

We set the LURE©. We design, schedule and send the campaign, and after each campaign we provide you or a core group with an easy to understand summary.

Who We Do It For...

Everyone.

Unfortunately, social engineering uses people to breach systems through the use of deception, manipulating people into divulging confidential, organizational or personal information.

What Does LURE Include?

Each month, you'll receive an easy to understand summary page, with an overall "grade," based on the performance of the people in the campaign including the following information:

- * How many users were phished?
- * How many users were 'hooked,' or fell for the phish?
- * How many individuals broke free of the 'hook,' by taking training...and how many did not.

Any user who was "hooked" will receive additional "Phish Threat Training" to help them identify future phishing attempts. In addition, each quarter, all users will receive training to help fortify your team against such attempts. The program is designed to give you the opportunity to help every person in your organization without adding another responsibility to your current staff or adding staff...for only \$5/user/month.