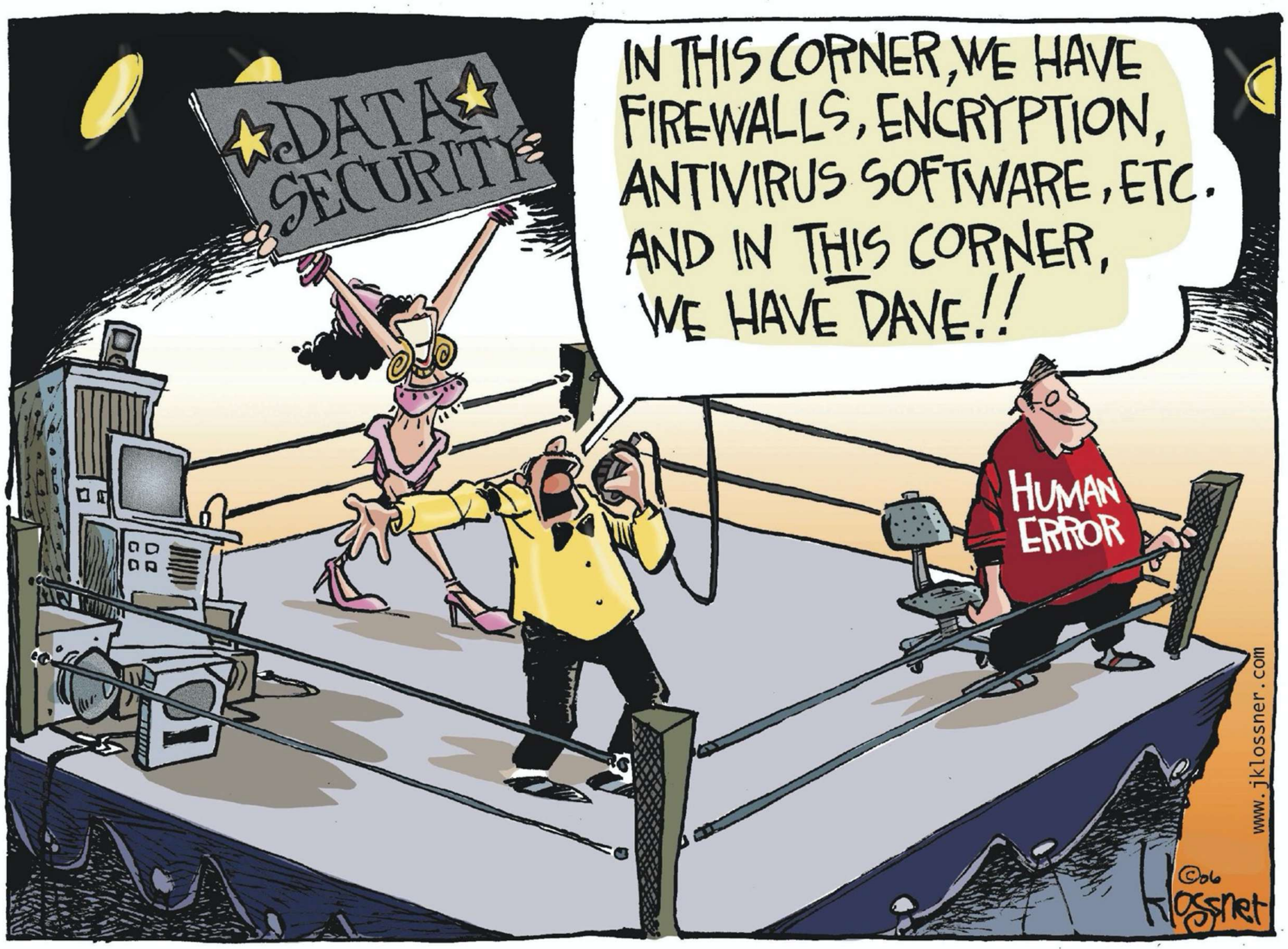
HumanFirewall®

EMPLOYEE POWERED INFORMATION SECURITY

INDEX

1. PROBLEM STATEMENT
2. WHAT THEY ASK FOR VS WHAT THEY REALLY WANT?
3. THE SOLUTION: JOURNEY FROM A TO B
4. PILLAR 1: PSYCHOLOGY
5. PILLAR 2: REPORTING
6. PILLAR 3: REMEDIATION
7. PILLAR 4: ORCHESTRATION
8. PILLAR 5: FEDERATION
9. Q&A

HUMANS: THE WEAKEST LINK IN CYBER SECURITY


DATA SECURITY
IN THIS CORNER, WE HAVE FIREWALLS, ENCRYPTION, ANTIVIRUS SOFTWARE, ETC. AND IN THIS CORNER, WE HAVE DAVE!!
HUMAN ERROR
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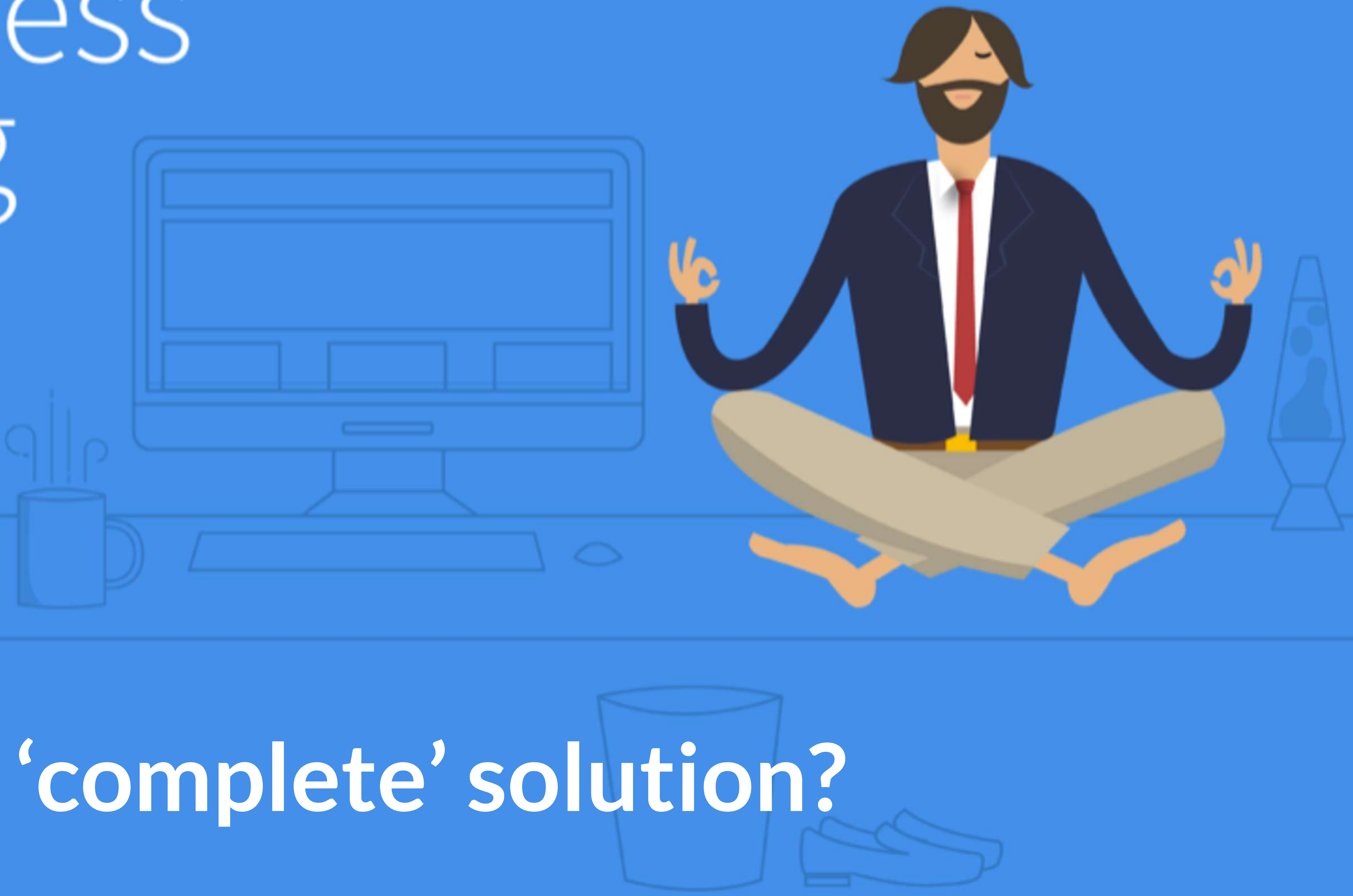
Security awareness training



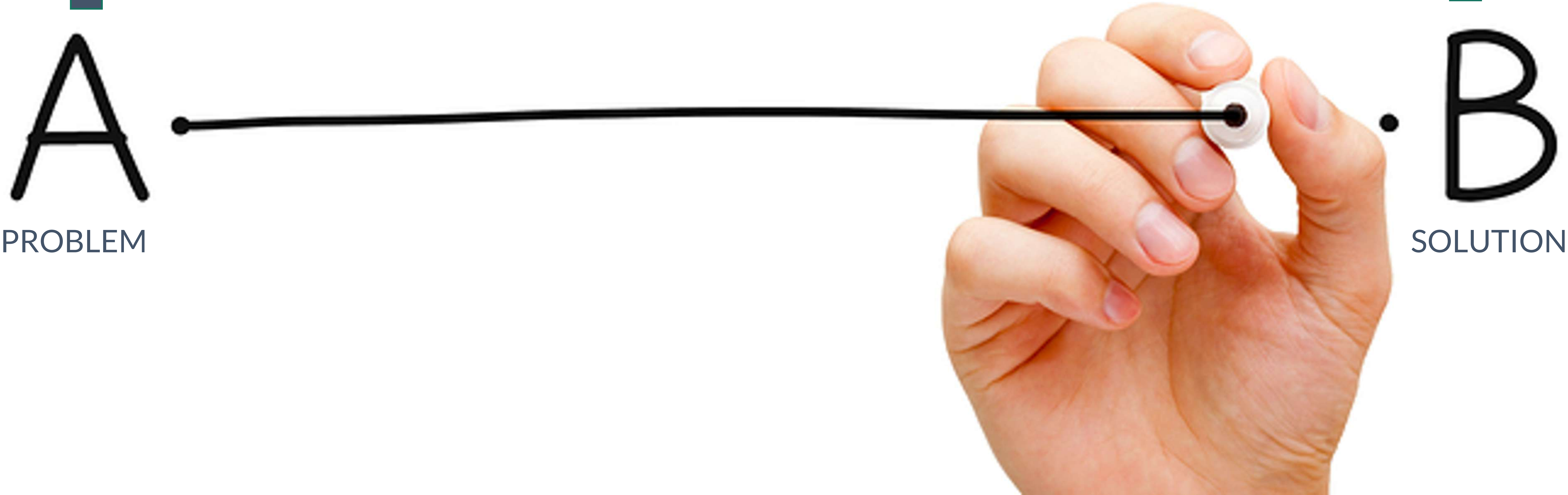
But is it a ‘complete’ solution?

	What they Ask For?	Vs	What they really want?
PARENTS	Send the child to a good school	**Vs**	Success & Happiness for their child
CISOs	Security awareness & Training	**Vs**	Security when real attacks happen!

JOURNEY FROM A TO B: KEEP IT SIMPLE

ONE HUMAN CAN
CAUSE A BREACH

ONE HUMAN CAN
PROTECT



PROBLEM

SOLUTION

Testimonial: Reality Check

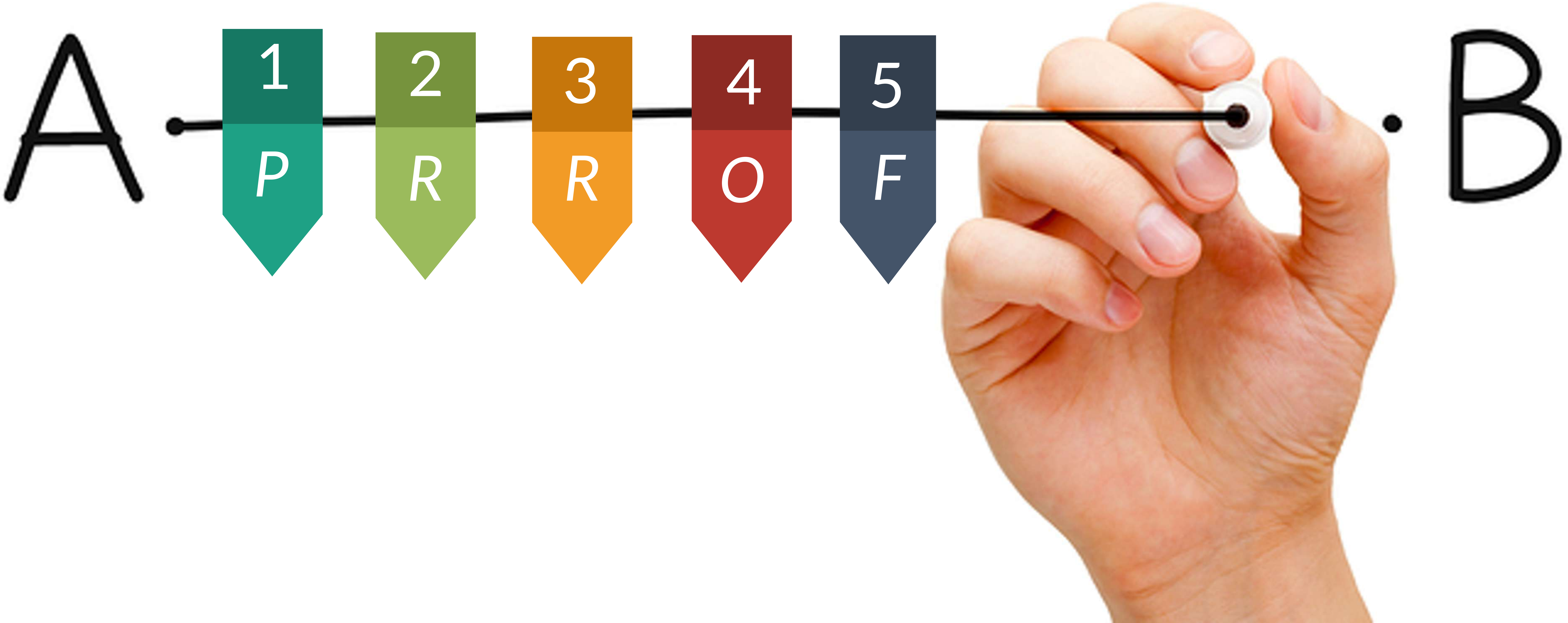
In Month 4 of this program, we upped our 'Human Information Security Preparedness' score to over 94%!

Every time we get a real attack now is an opportunity for us to train our staff. I'm not afraid of real attacks - bring them on!

It's a game, it always was, but I am driving it now, and not the hackers!

- CISO, MAJOR GLOBAL CORPORATION

5 STEP PROCESS



THE FIVE PILLARS OF HUMANFIREWALL

1
P
2
R
3
R
4
O
5
F

PSYCHOLOGY

Alter the psychology of users and train them on 'How to identify phishing attacks?', no matter what type of attack.

MAKE USERS SUSPICIOUS BY NATURE.

REPORTING

Create a 'Culture of Reporting' such that one user is enabled to save the entire organisation.

REPORT IT! DO NOTHING IS NOT AN OPTION.

REMEDIATION

Deep/Native integration into the core email services, such that attacks can be remediated in seconds

MITIGATE IN REAL TIME

ORCHESTRATION

SOAR Capability: API based or STIX based broadcasting of the 'Indicators of Compromise' across the organisation's cyber platforms to ensure enterprise-wide protection.

BROADCAST IOCS FOR ENTERPRISE WIDE PROTECTION

FEDERATION

Federate 'Indicators of Compromise' across all associated organisations and entities, to ensure that 'Bad actors' cannot try this across the sector.

FEDERATED IOCS FROM ACROSS THE INDUSTRY

There are over 20,000+ types of attack scenarios.

…How many can you train your people for?

It is impossible to train for all!

So what’s the solution?

Alter their psychology!

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HUMANFIREWALL STUDY: “What aspects of psychology do hackers leverage?”
ANALYSED: Over 20,000 phishing incidents and their underlying scenarios

----

RESULTS: Here are the 7 aspects of psychology that are used by
hackers in over 95.3% of all scenarios studied:

Urgency
Fear
Greed
Obedience
Apathy
Hubris
Ignorance

…

Make your users to be suspicious by nature!

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The Game called HumanFirewall

1. Campaign Zero:

Benchmarking and Baselining Event. Where we were before this game rolled out?

2. Leadership Announcement Email:

To declare the game open.

3. Reporter Rollout:

A button that will be installed in all outlooks to remove the friction from reporting. One click and done.

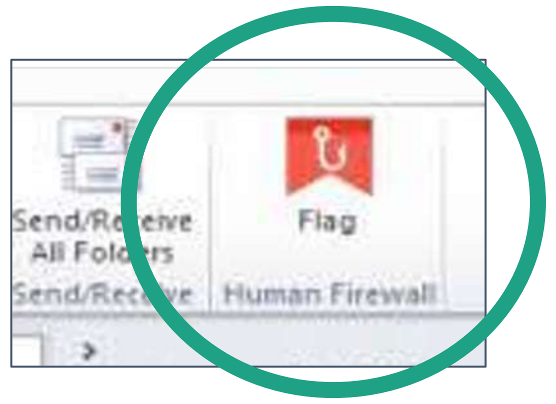
4. GAME BEGINS

Scenario 1: Day 1
Scenario 2: Day 23
Scenario 3: Day 49
Scenario 4: Day 55
Scenario 5: Day 80
And so on…

Completely random attacks…some after 20 days, some in under 7 days.

*NO ONE WILL KNOW WHEN THIS IS A REAL ATTACK AND WHEN THESE ARE PART
OF THE GAME!*

ALL ONE HAS TO DO IS PRESS THE REPORTER BUTTON



LEADERSHIP EMAIL

The core messages that make all the difference

01

SET THE TONE

*Humans are the weakest link in Cyber Security. Over 90 % of breaches happen at the human layer. AT OUR ORGANISATION – **I WILL NOT TOLERATE US BEING PART OF THAT STATISTIC!***

02

AMBIGUITY

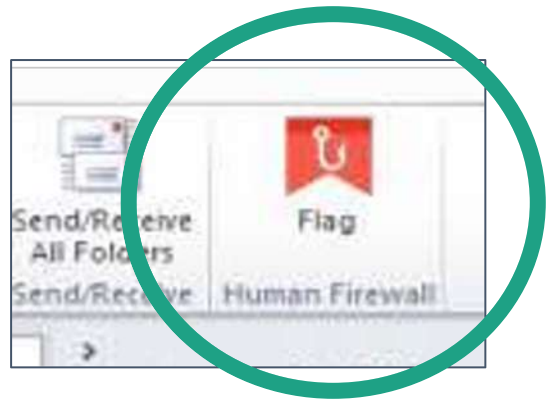
*I have authorised our CIO/CISO to carry out 'X' attacks per year, on you and me! The attacks can occur across Email, Phone, Whatsapp, FB, Office, Home… anywhere… anytime! **YOU AND I WON'T KNOW IF IT'S A REAL ATTACK OR A GAME BEING PLAYED BY THE THEM!***

03

HOW TO WIN

So 'WHAT' do we do when we spot an attack?:
REPORT IT or GET COMPROMISED.
BUT 'DO NOTHING' IS NOT AN OPTION FROM TODAY!

WHEN IN DOUBT – JUST PRESS THE EMERGENCY/SOS BUTTON INSTALLED IN YOUR OUTLOOK/OWA/GSUITE.



Security Awareness & Training

The 3 generations!

Spray & Pray!

1

Spray Emails, Put up posters, Do tedious classroom trainings etc.

PRAY that everyone will see them!

Phishing Simulations Based Awareness & Training!

2

Big leap up! Measurable Reports.

Training is worth nothing if it can't help remediate in the event of a real attack!

All that training & measurement, but for what?!

Gen 1 + Gen 2 + Remediation & Orchestration!

3

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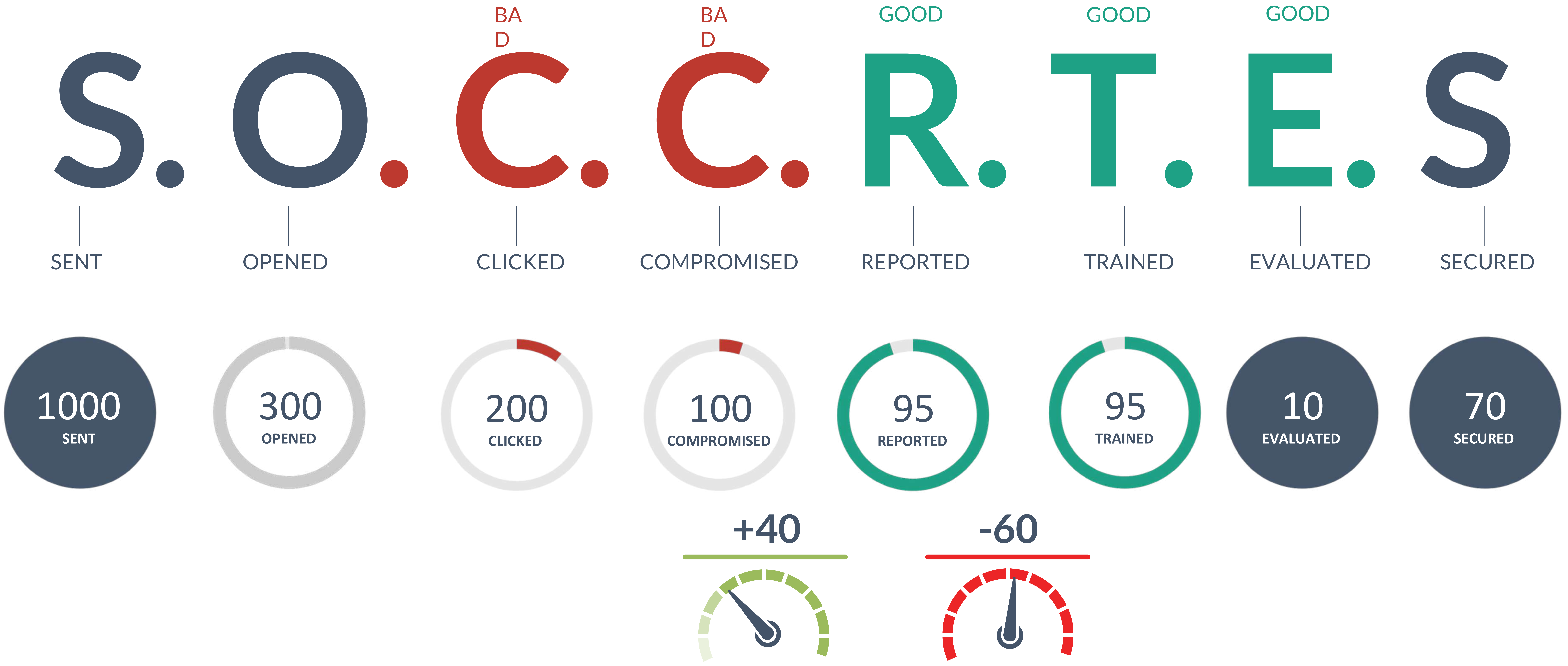
Armed with everything from Generation 1+2. Add a whole lot more automation + Learning Paths.
Move away from a campaign based approach, to a personalised, individual based approach + Add Real time remediation!

AND NOW use all that rich information to REMEDIATE REAL ATTACKS & ORCHESTRATE - Manual or Machine Learning based.

THE UNIQUE **SOCCRTES** FRAMEWORK

What you can measure, You can manage.



		BAD	BAD	GOOD	GOOD	GOOD	
S.	O.	C.	C.	R.	T.	E.	S
SENT	OPENED	CLICKED	COMPROMISED	REPORTED	TRAINED	EVALUATED	SECURED
1000 SENT	300 OPENED	200 CLICKED	100 COMPROMISED	95 REPORTED	95 TRAINED	10 EVALUATED	70 SECURED

+40

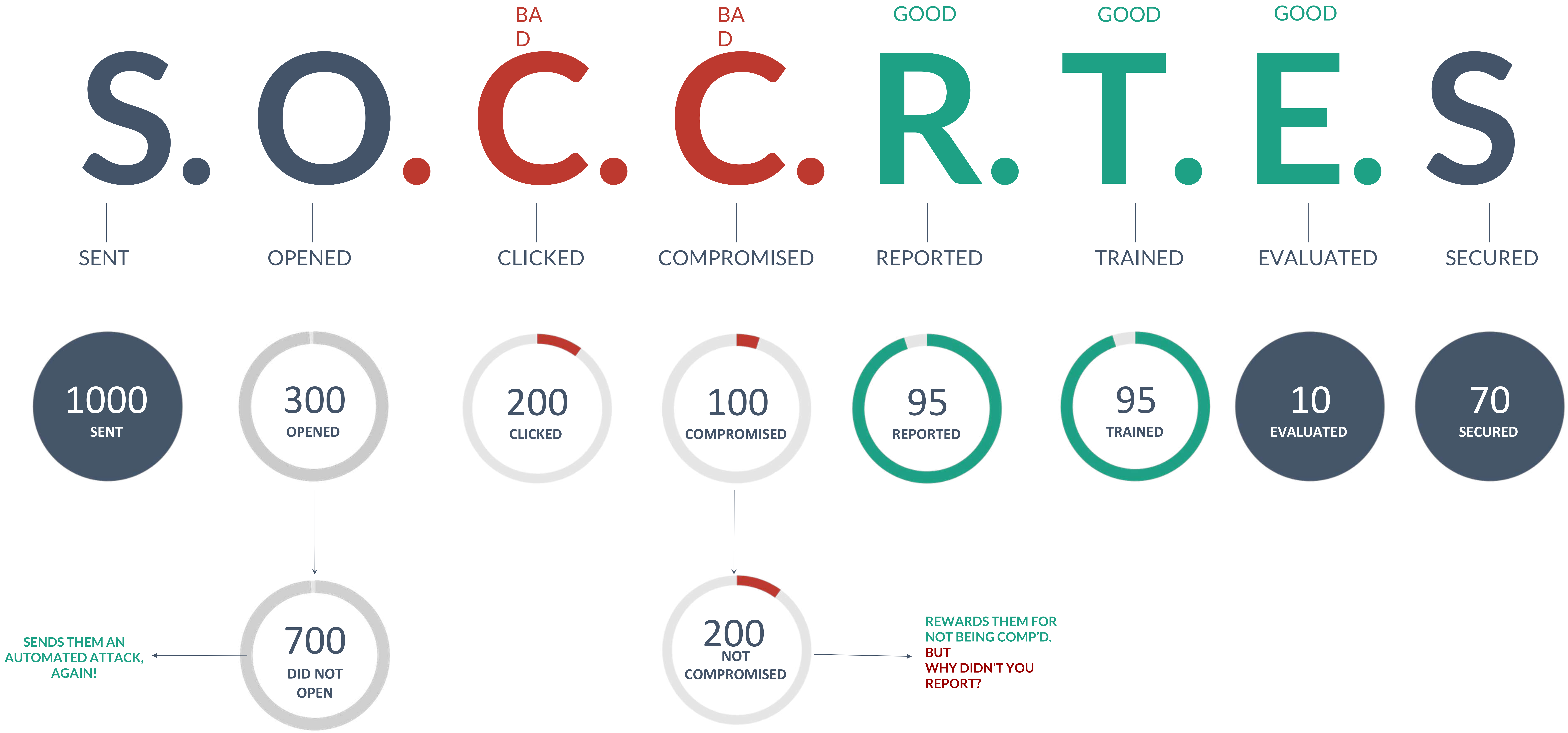
For successfully reporting an Email!

-60

For not reporting / taking any action!

HUMANFIREWALL IS **INDIVIDUAL** BASED

What you can measure, You can manage.



BAD BAD GOOD GOOD GOOD

S. O. C. C. R. T. E. S

SENT

OPENED

CLICKED

COMPROMISED

REPORTED

TRAINED

EVALUATED

SECURED

1000 SENT

300 OPENED

200 CLICKED

100 COMPROMISED

95 REPORTED

95 TRAINED

10 EVALUATED

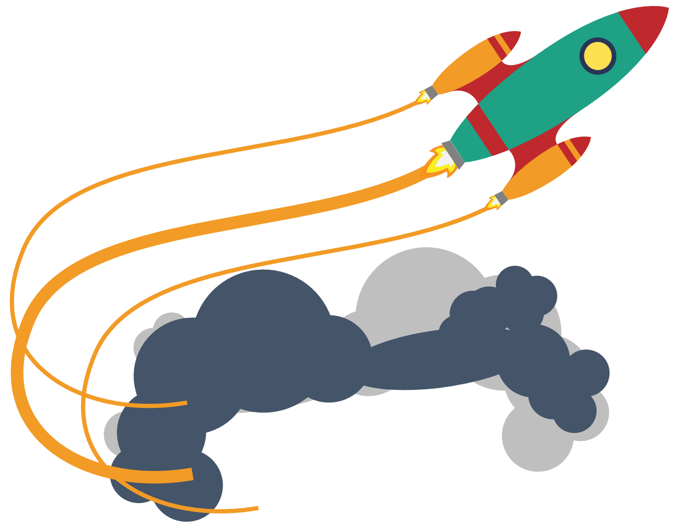
70 SECURED

700 DID NOT OPEN

SENDS THEM AN AUTOMATED ATTACK, AGAIN!

200 NOT COMPROMISED

REWARDS THEM FOR NOT BEING COMP'D.
BUT
WHY DIDN'T YOU REPORT?



FOR THE FIRST TIME EVER

GET THE TWO INDICES THAT MATTER THE MOST TO YOUR ORGANISATION

HCSA. & HISP.

HUMAN CYBER SECURITY
AWARENESS INDEX

HUMAN INFORMATION SECURITY
PREPAREDNESS INDEX

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FOR THE FIRST TIME EVER – GET YOUR HUMAN CAPITAL'S ACTUAL SECURITY POSTURE

HCSA.

HUMAN CYBER SECURITY AWARENESS INDEX

WHAT DOES IT MEAN FOR YOU?

1. Percentage level of 'Training': How many have completed how many training modules?
2. Champions Vs Weakest Links: Who are the fastest and most accurate reporters, and who are the weakest links, the 'repeat clickers'?
3. What are the weakest areas of cyber security training, and thus require specific attention?
4. Status of Old Vs New Staff: Have the new employees caught up in training with the old ones?

++ SEVERAL OTHER MEASURABLE METRICS ++

TAKE THE GUESSWORK OUT, AND SHOW YOUR BOARD THE REAL SITUATION.

HOW?

1. Automated Onboarding via integration with AD/G Suite/O365/Lotus/Zimbra/LDAP/etc.
2. Automated 'Learning Path' completion and Accelerated mode for new staff, whenever they may join.

FOR THE FIRST TIME EVER – SEE HOW FAST YOUR EMPLOYEES PICK UP ON THE ATTACK

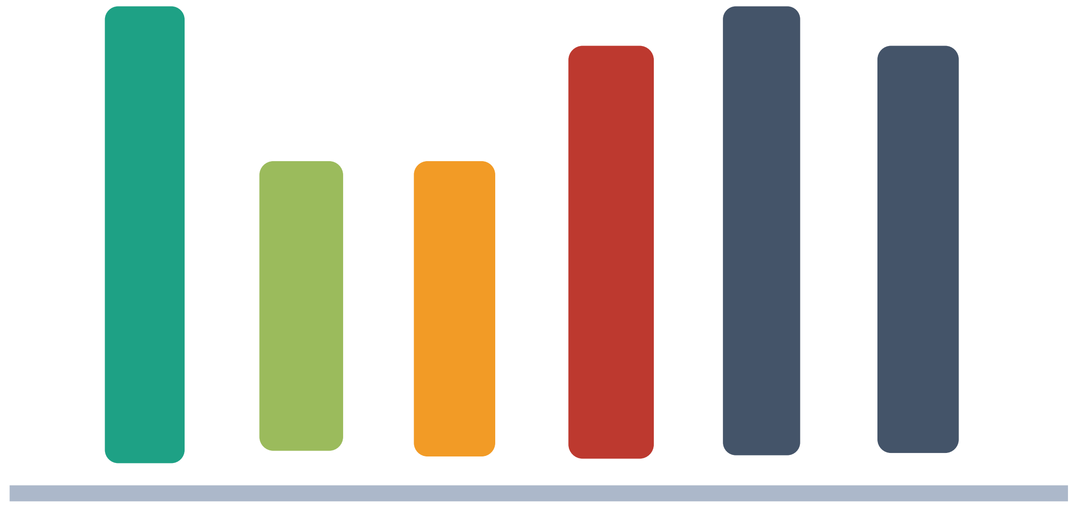
HISP.

HUMAN INFORMATION SECURITY PREPAREDNESS INDEX

WHAT DOES IT MEAN FOR YOU?

1. Percentage of people who ‘REPORT’?
2. Percentage of people who tend to get ‘Compromised’ or ‘Lured’
3. Time to ‘Report’
4. Time to ‘Remediate’

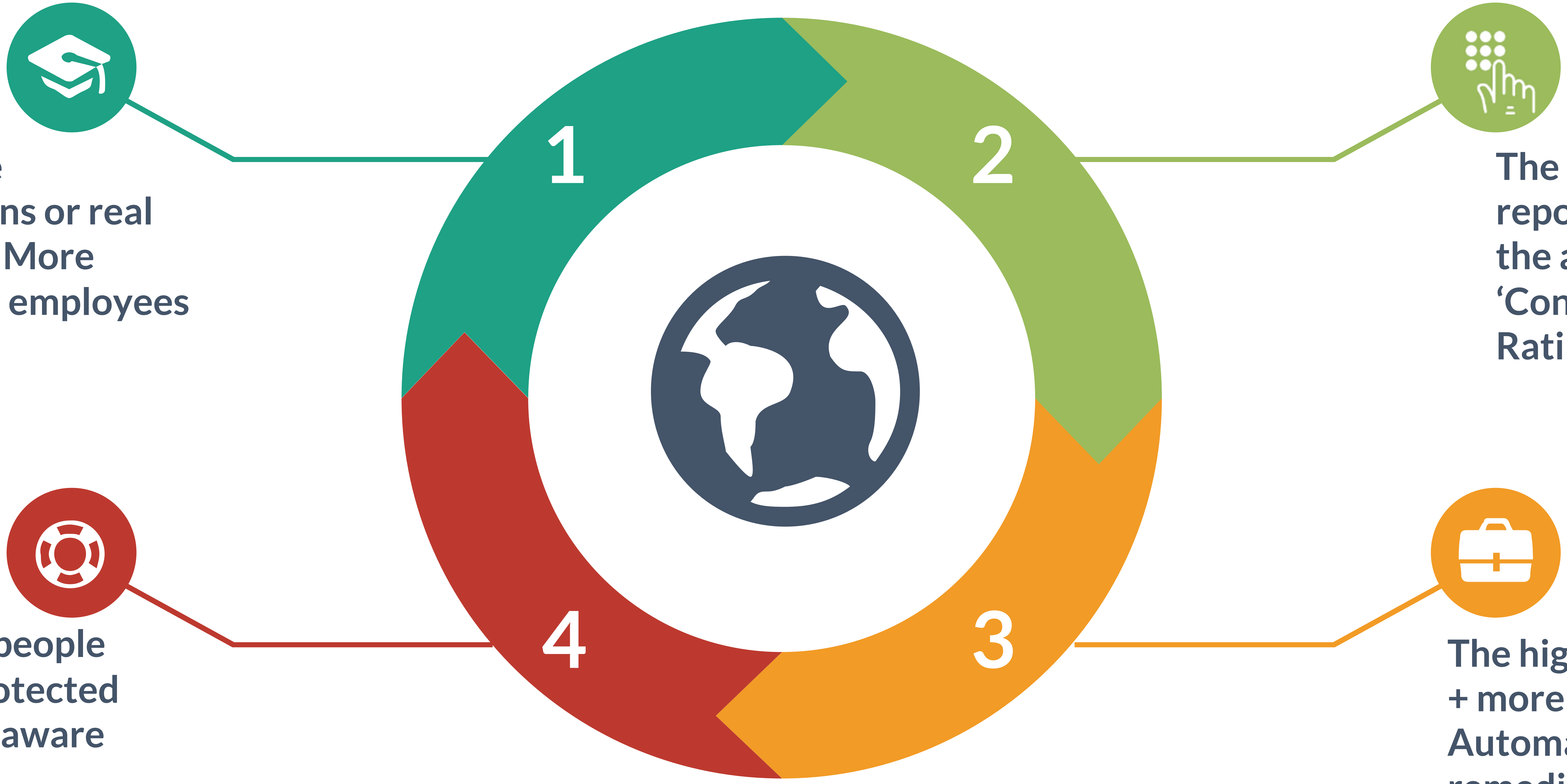
++ SEVERAL OTHER MEASURABLE METRICS ++



TAKE THE GUESSWORK OUT, AND SEE HOW YOU WOULD FARE IN A REAL ATTACK.

HUMANFIREWALL: POSITIVE FEEDBACK LOOP

The more people we train, the more they report, the more protection is achieved



The more simulations or real attacks = More scores on employees

The more they report, the higher the accuracy of 'Confidence Rating' (CR)

The higher the CR + more reporters = Automation of remedial actions

The more people will get protected + become aware

Real attacks are welcome because they help train the people + the platform!

Remediation

Taking action on Reporter Emails, Simplified.

EmailRemediator™ allows the administrator to take actions on all reported emails like Labelling, Quarantining and Deleting it across all inboxes in seconds!

Simplified Threat Intel: EmailRemediator™ dashboard automatically shows threat intel like hidden links, attachments, SPF, DKIM & DMARC status, Spam Scores and IP reputations on all reported emails, making it simple for the administrator to judge the authenticity of an email!

Threat Email Reported

Reported Email will reach the EmailRemediator Dashboard in real-time with an optional personalised message from the user.

Check for Red Flags

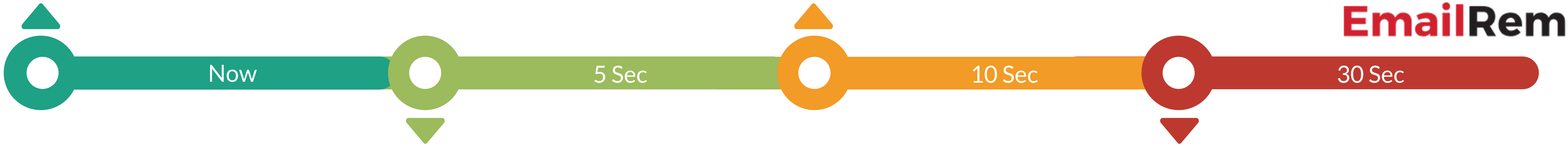
The administrator will check for red flags in the email through the Threat Intel provided on the dashboard.

Org - Wide Search for Same Email

The administrator can search all mailboxes for the recipients of the same Email / Potential Threat.

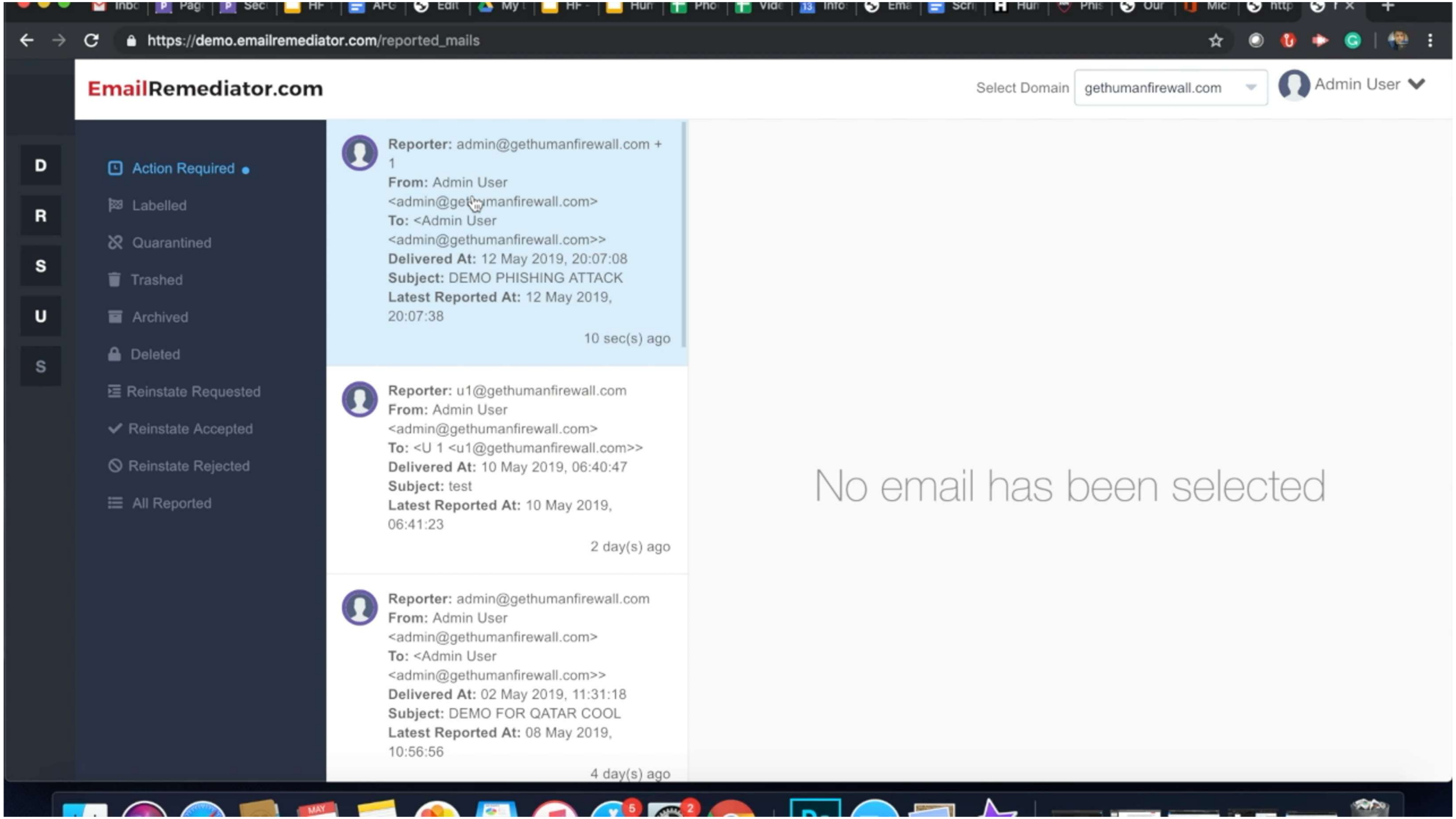
Quarantine/Delete Email for all!

Threat mitigated! Administrator can take any action on that email in just 2 clicks!



EmailRemediator.

Email Remediator – Demo (VIDEO)



Reporter: admin@gethumanfirewall.com + 1
From: Admin User <admin@gethumanfirewall.com>
To: <Admin User <admin@gethumanfirewall.com>>
Delivered At: 12 May 2019, 20:07:08
Subject: DEMO PHISHING ATTACK
Latest Reported At: 12 May 2019, 20:07:38
10 sec(s) ago

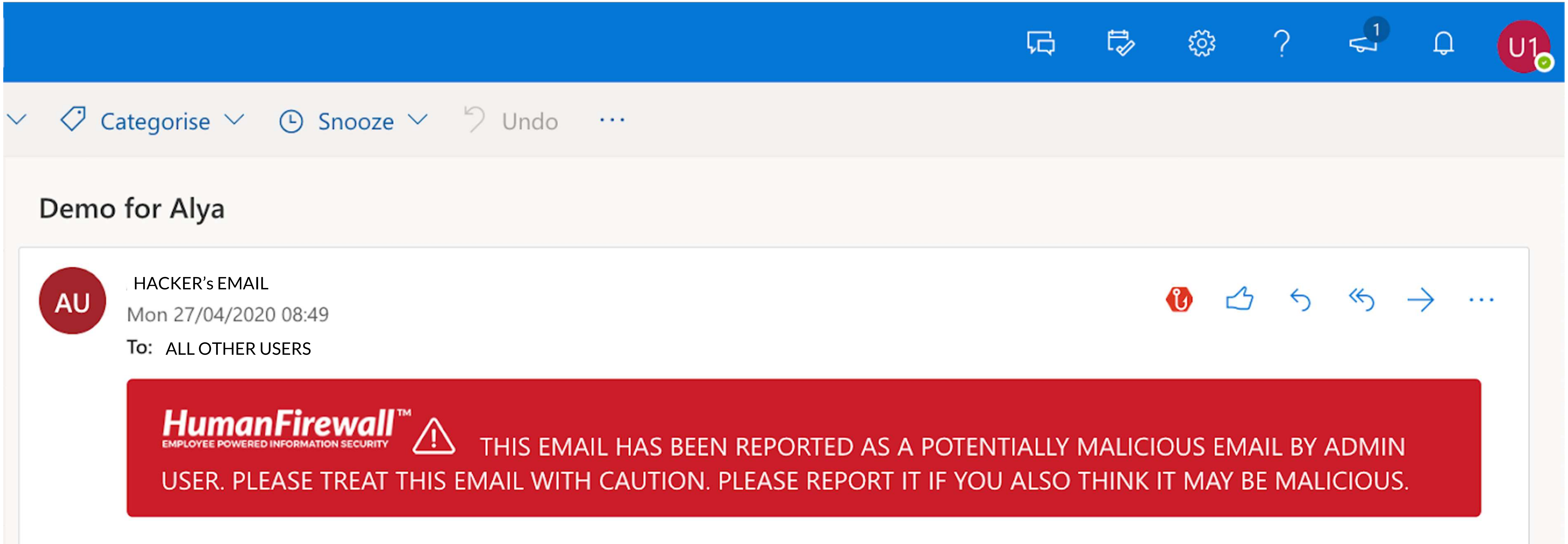
Reporter: u1@gethumanfirewall.com
From: Admin User <admin@gethumanfirewall.com>
To: <U 1 <u1@gethumanfirewall.com>>
Delivered At: 10 May 2019, 06:40:47
Subject: test
Latest Reported At: 10 May 2019, 06:41:23
2 day(s) ago

Reporter: admin@gethumanfirewall.com
From: Admin User <admin@gethumanfirewall.com>
To: <Admin User <admin@gethumanfirewall.com>>
Delivered At: 02 May 2019, 11:31:18
Subject: DEMO FOR QATAR COOL
Latest Reported At: 08 May 2019, 10:56:56
4 day(s) ago

No email has been selected

01:39

ALL OTHER RECIPIENTS GET AN ALERT EMBEDDED IN REAL TIME



Demo for Alya

HACKER's EMAIL
Mon 27/04/2020 08:49
To: ALL OTHER USERS

HumanFirewall™ EMPLOYEE POWERED INFORMATION SECURITY ⚠ THIS EMAIL HAS BEEN REPORTED AS A POTENTIALLY MALICIOUS EMAIL BY ADMIN USER. PLEASE TREAT THIS EMAIL WITH CAUTION. PLEASE REPORT IT IF YOU ALSO THINK IT MAY BE MALICIOUS.

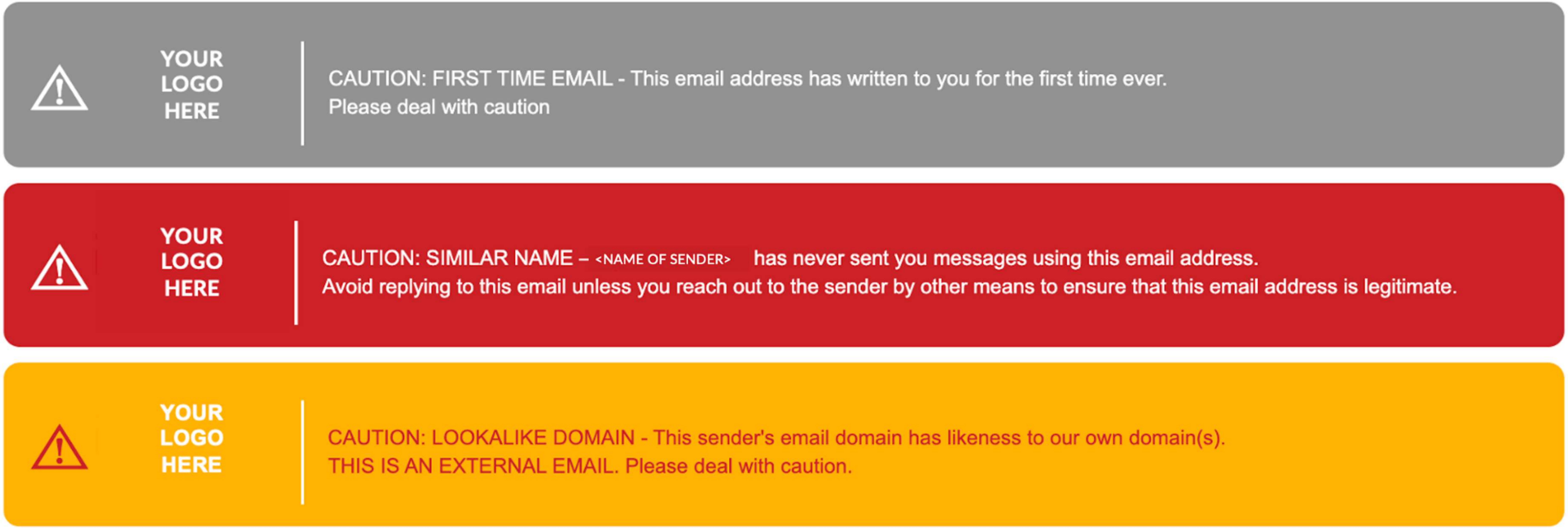
REVOLUTIONARY: EMBED WARNINGS INSIDE AN ALREADY DELIVERED EMAIL

MAN + MACHINE
Presenting the ‘Email Security Assistant’

Augment with technology,
What humans lack in attention

HumanFirewall®
EMPLOYEE POWERED INFORMATION SECURITY

MAN + MACHINE
Presenting the ‘Email Security Assistant’



CAUTION: FIRST TIME EMAIL - This email address has written to you for the first time ever.
Please deal with caution

CAUTION: SIMILAR NAME – <NAME OF SENDER> has never sent you messages using this email address.
Avoid replying to this email unless you reach out to the sender by other means to ensure that this email address is legitimate.

CAUTION: LOOKALIKE DOMAIN - This sender's email domain has likeness to our own domain(s).
THIS IS AN EXTERNAL EMAIL. Please deal with caution.

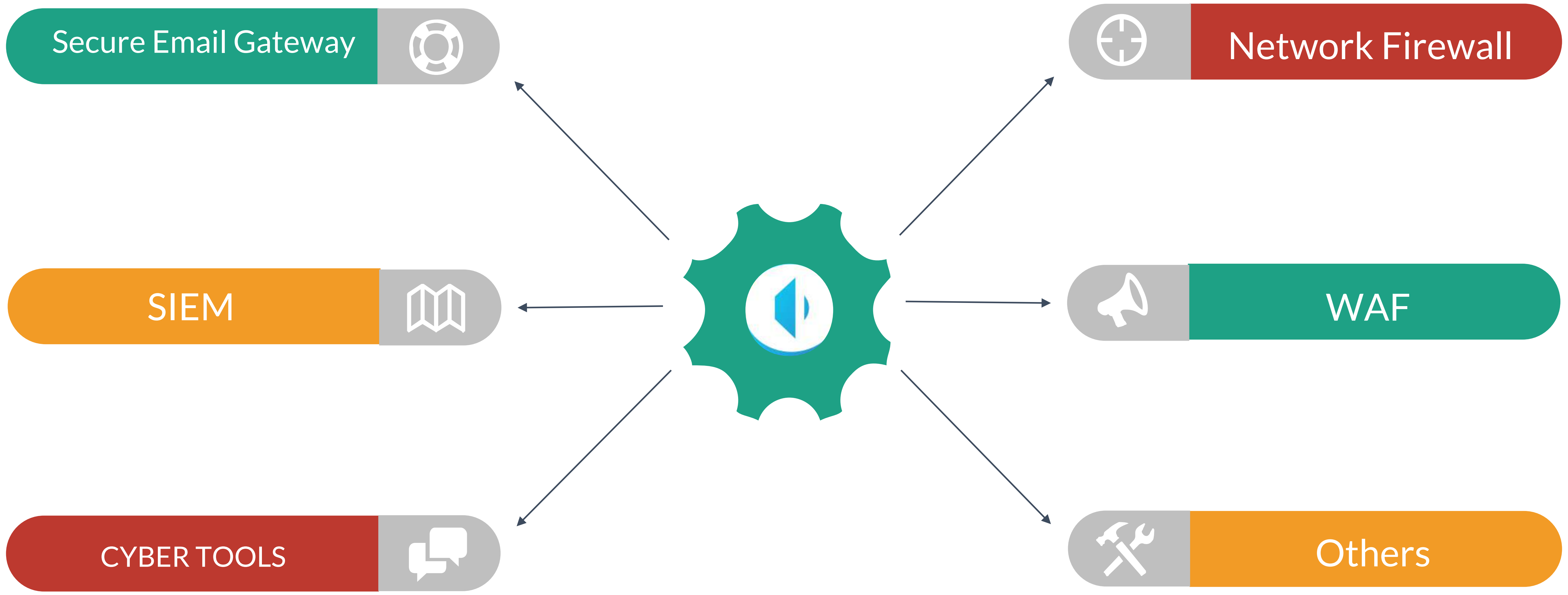
REVOLUTIONARY: EMBED WARNINGS INSIDE AN ALREADY DELIVERED EMAIL

Orchestration

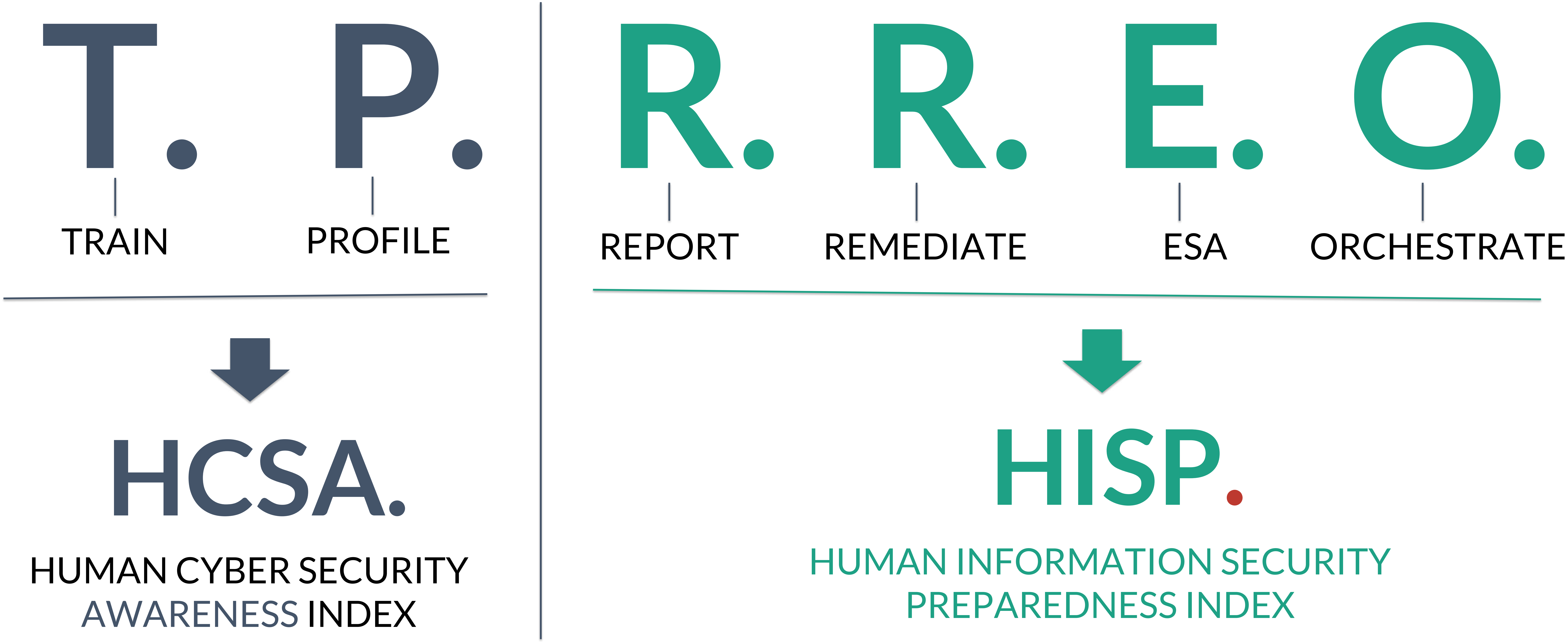
Broadcast Threat Intel to all other Cybersecurity Investments

Ensure a 360 degree protection.

SOAR Capability: API or STIX based broadcasting of “Indicators of Compromise” like IP addresses, URLs, Emails and more, to all other cyber products at your organisation!



THE SIX MODULES



T. P.

TRAIN

PROFILE

HCSA.

HUMAN CYBER SECURITY AWARENESS INDEX

R. R. E. O.

REPORT

REMEDIATE

ESA

ORCHESTRATE

HISP.

HUMAN INFORMATION SECURITY PREPAREDNESS INDEX

The difference between school and life?

“In school, you're taught a lesson and then given a test.
In life, you're given a test that teaches you a lesson.”

SCHOOL APPROACH

1 Teach

Use personalised media to train individual employees through unique campaigns on email and SMS

2 Test

Use simulation on Email/ SMS to test that employees have individually understood the fundamental cyber security constructs

3 Remedy

Use crowd-powered phishing security mechanisms to protect the entire organisation

LIFE APPROACH

1 Test

Use simulation on Email/SMS to test that employees have individually understood the fundamental cyber security constructs

2 Teach

Use personalised media to train individuals employees through unique campaigns on email and SMS

3 Remedy

Use crowd-powered phishing security mechanisms to protect the entire organisation

DIFFERENTIATORS

WHY HF IS THE PLATFORM OF CHOICE?

1

ON-PREMISE
OR CLOUD

AVAILABLE AS A
MANAGED SERVICE

2

INDIVIDUAL
BASED

3

FULLY
GAMIFIED

4

MULTI
LINGUAL
CONTENT

5

REAL TIME
PEOPLE POWERED
SECURITY
END TO END

THANK YOU

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