



Security as Part of Your Growth Strategy

Presented by
James Brooks
Cyveillance



Agenda

- Overview
- Evolution of the Internet
- Threats and public fear
- Security investments
- Leveraging security as a growth tool



Overview

- Web threats continue to grow in volume and complexity
- New technologies are leveraged as tools for fraudsters
- Threats are highly publicized, generating consumer fear



Overview

Many credit unions have made substantial investments in online security

Very few leverage security as a market differentiator and competitive edge



Evolution of the Internet

Web 1.0

- Provided "brochure like" information
- Divided the Web into individual spaces
- Limited interaction between users



Evolution of the Internet

Web 2.0

- Made the Web more like a community
- Information flows fast and free
- Lots of new technologies for "mashing" applications



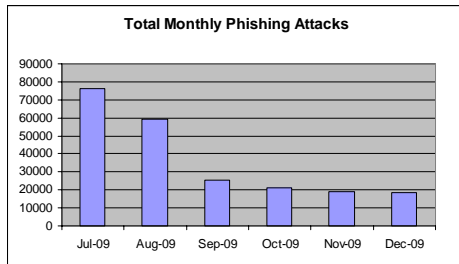
Evolution of the Internet

Web 3.0

- Will act like a personal assistant
- More personalization
- Greater mobility



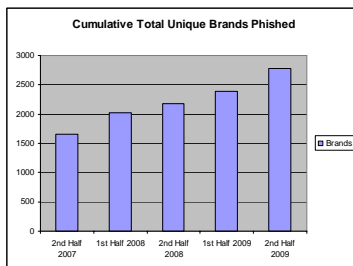
Threats



Phishing Attack Volume 2H 2009
Source: Cyveillance

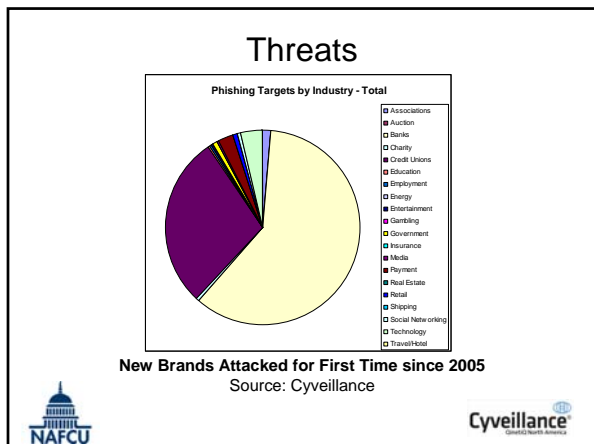


Threats



Total Unique Brands Phished 2H 2009
Source: Cyveillance





Threats

Hundreds to thousands of new malware threats detected daily

Blended attacks that combine phishing with malware become increasingly dangerous

Anti-virus vendors provide inadequate protection against latest threats

Threats

	F-Secure	Kaspersky	McAfee	Sunbelt	Sophos	Trend Micro	Symantec
Average daily detection rate from 7/1/09 to 12/31/09	19%	38%	37%	17%	29%	26%	25%
	Dr. Web	AVG	Eset Nod32	F-Prot	Virus Buster	Norman	Avira Antivir
	26%	19%	37%	20%	11%	18%	29%

Anti-Virus Vendor Test Results 2H 2009
Source: Cyveillance

Threats

Vendor	Average Detection Rate Upon Initial Test	Average Detection Rate After 7 Days	Improvement
Sophos	34%	37.5%	3.5%
McAfee	51%	55.1%	4.1%
Kaspersky	32.5%	62.3%	29.8%
AVG	25.5%	49.6%	24.1%
Norman	21%	35.4%	14.4%
Symantec	24%	44.1%	20.1%

Anti-Virus Vendor Test Results Over Seven Day Period
Source: Cyveillance



Threats

Social media has become a mainstream attack vector for fraudsters



Both credit unions and members have cause for concern



Threats

Fraud schemes targeting smart phones on the rise



Lack of security for ever-growing amount of new mobile applications create a new set of problems for CUs



Public Fear

Fraud alert: Phishing email targets bank customers
Posted: Feb 15, 2010 4:10 PM EST
Updated: Feb 15, 2010 4:38 PM EST



Smart phone users warned of phishing scam
by Frank Mungam
Posted on February 3, 2010 at 12:05 PM

Financial sites hit by malware and phishing scams as tax weekend beckons
Dan Ravenscroft January 29, 2010

Michigan Firm Falls for Phishing Scam and Loses \$560,000, Sues Comerica Bank
Posted: 2010/01/29 09:45:00 by Phishing

Phishing scam hits local banks
From: Staff Reports
Friday, January 29, 2010 11:26 AM CST

Customer Sues Bank After Phishing Attack MI-Based Business Lost \$550,000 in Breach
February 11, 2010 - Linda McGlasson, Managing Editor





Security Investments

Perimeter security

Compliance

Anti-phishing, anti-malware, and other anti-fraud technologies



Security as a Growth Tool

Have you evaluated your competitors' security posture?

Does your site provide a sense of protection?



Security as a Growth Tool

Security positioning on homepage

Trust seals

Online education area on your site



Security as a Growth Tool

Convey your efforts to protect members:

- Letters and mailings
- Emails
- Web 2.0



Questions?

Contact info:

James Brooks
Director, Product Management
jbrooks@cyveillance.com
(703) 351-2405