

# PHISHING PROTECTION

Sales Team  
[sales@menainfosec.com](mailto:sales@menainfosec.com)

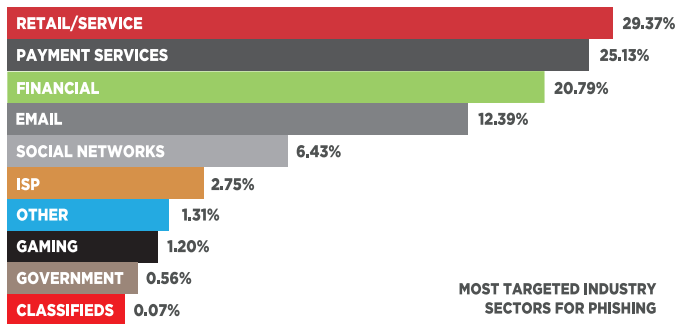
Client Portal  
[portal.menainfosec.com](http://portal.menainfosec.com)

Corporate Website  
[www.menainfosec.com](http://www.menainfosec.com)

Phishing is the act of impersonating an organization, through email and fake websites, in an attempt to gain private information, such as login credential and credit card details.

Criminals are getting smarter, and their techniques are constantly evolving. Their enhanced efforts continue to generate results from phishing, with an estimated cost to global organisations of \$4.5 billion in 2014.

Financial institutions are not the only industry under threat of phishing attacks. Other leading brands within the airline and hospitality sectors including online payment services are also vulnerable.

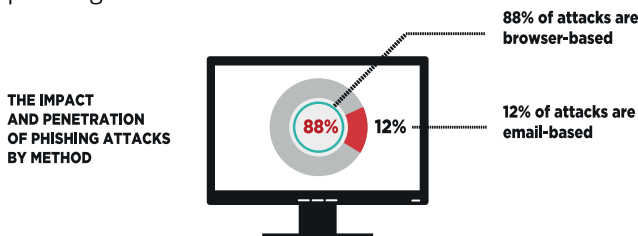


## THE COST OF PHISHING TO YOUR BUSINESS

Phishing websites have a significant financial impact on enterprises. Without robust protection, a well co-ordinated attack will leave the enterprise vulnerable to:

- › Large financial losses
- › Damaged reputation
- › Aggravated customers

Today's customers expect to be protected from destructive phishing activities.



## THE ANATOMY OF A PHISHING ATTACK



### STAGE 1 - THE BAIT

The criminals target popular brands with a strong online presence that is most likely to yield them a good return. An email or electronic message is crafted to impersonate that brand and sent to millions of consumers.



### STAGE 2 - GONE PHISHING

Once the electronic communication is distributed to a target list, it's then a matter of the criminal waiting for their haul to come in and take the bait.



### STAGE 3 - THE CATCH

The success of the attack is realized when the victim completes and submits a fake electronic form and gives up their personal or financial credentials to the criminal.

## HOW DOES MENAINFOSEC DEAL WITH PHISHING

MENAIInfoSec is focused on disrupting the attack in the most effective way - by removing the website that harvests the personal and financial details of your clients. MENAIInfoSec has developed a suite of proprietary Monitoring and Detection technologies that provides early detection for Phishing website and the fast removal or takedown through technical or human interaction.

MENAIInfoSec provides industry leading takedown times resulting in less time that your brand is being exposed to criminal impersonation.



<http://portal.menainfosec.com>  
[www.menainfosec.com](http://www.menainfosec.com)  
[sales@menainfosec.com](mailto:sales@menainfosec.com)  
 +968 99882929

