



Phishing and Pharming – How to protect your business



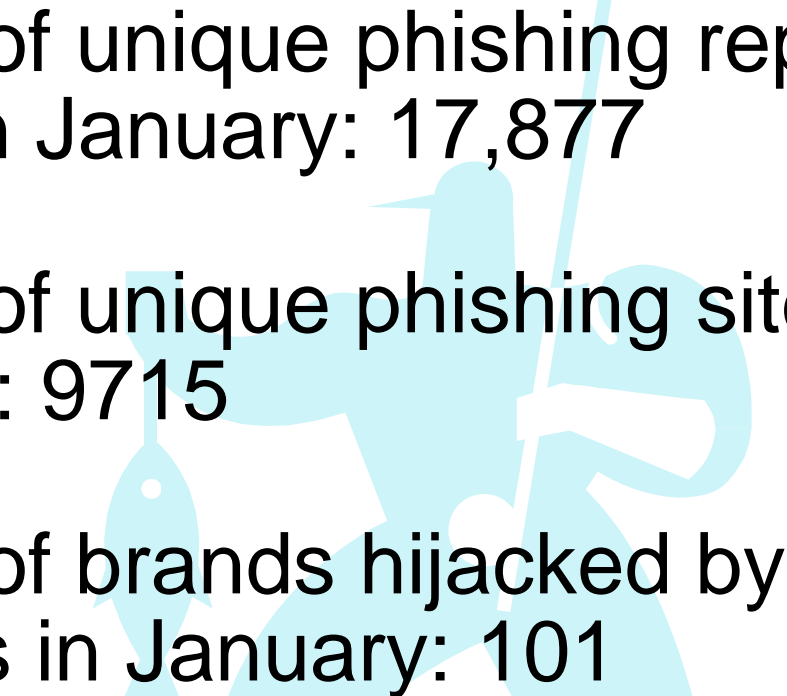
Introduced by Nadine Dereza

Presented by Phillip Hallam-Baker

Principal Scientist

Where it all comes together:

Phishing is still growing

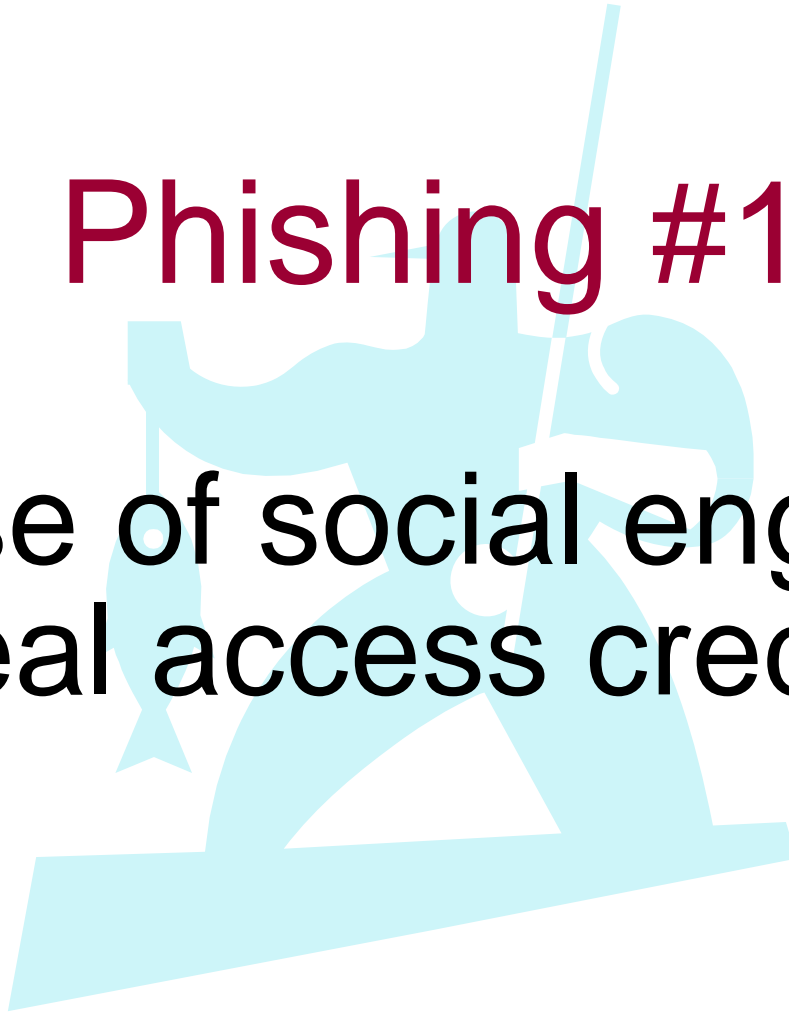
- Number of unique phishing reports received in January: 17,877
 - Number of unique phishing sites received in January: 9715
 - Number of brands hijacked by phishing campaigns in January: 101
- 

Source: APWG January 2006 report



Phishing #1:

The use of social engineering to steal access credentials

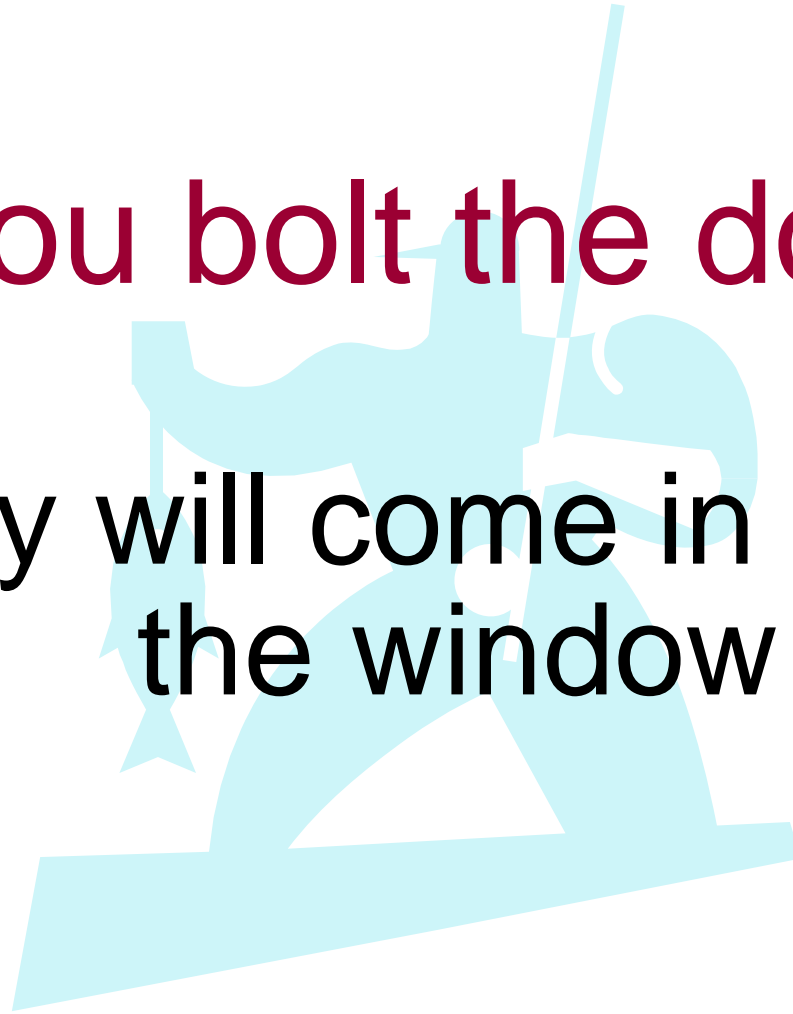




Its just the money

If you bolt the door...

...they will come in through
the window



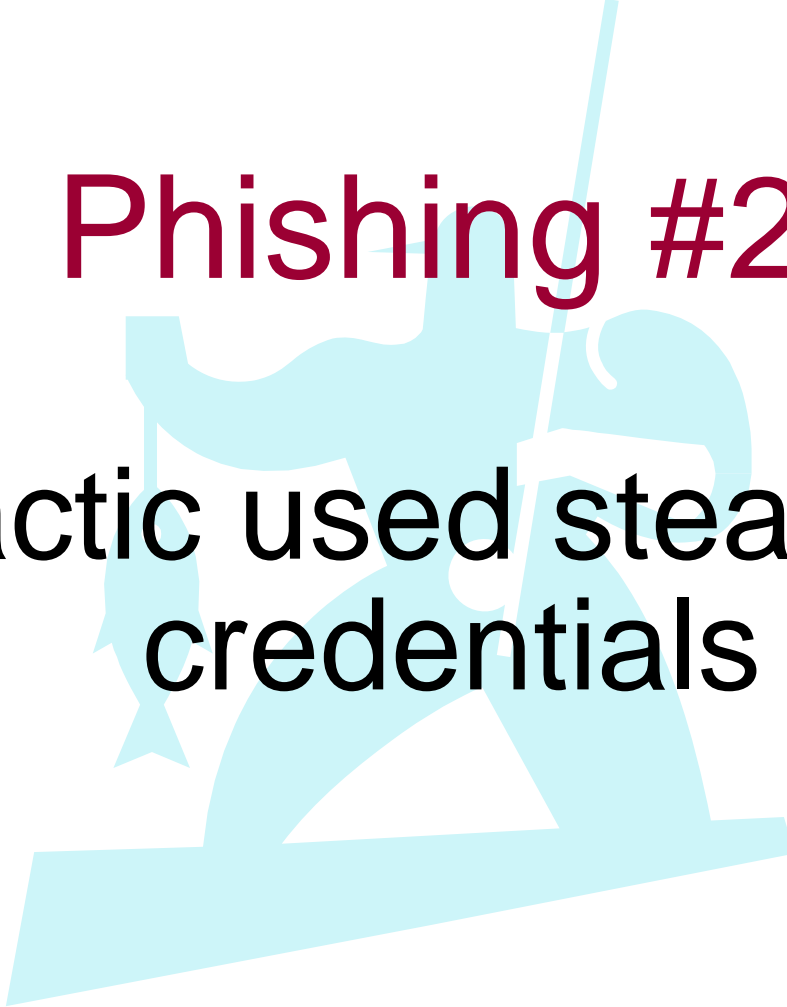
Pharming



Manipulating the DNS to perform a phishing attack

Phishing #2:

Any tactic used steal access
credentials





What is to be done?



Tactical **AND** Strategic



Strategic

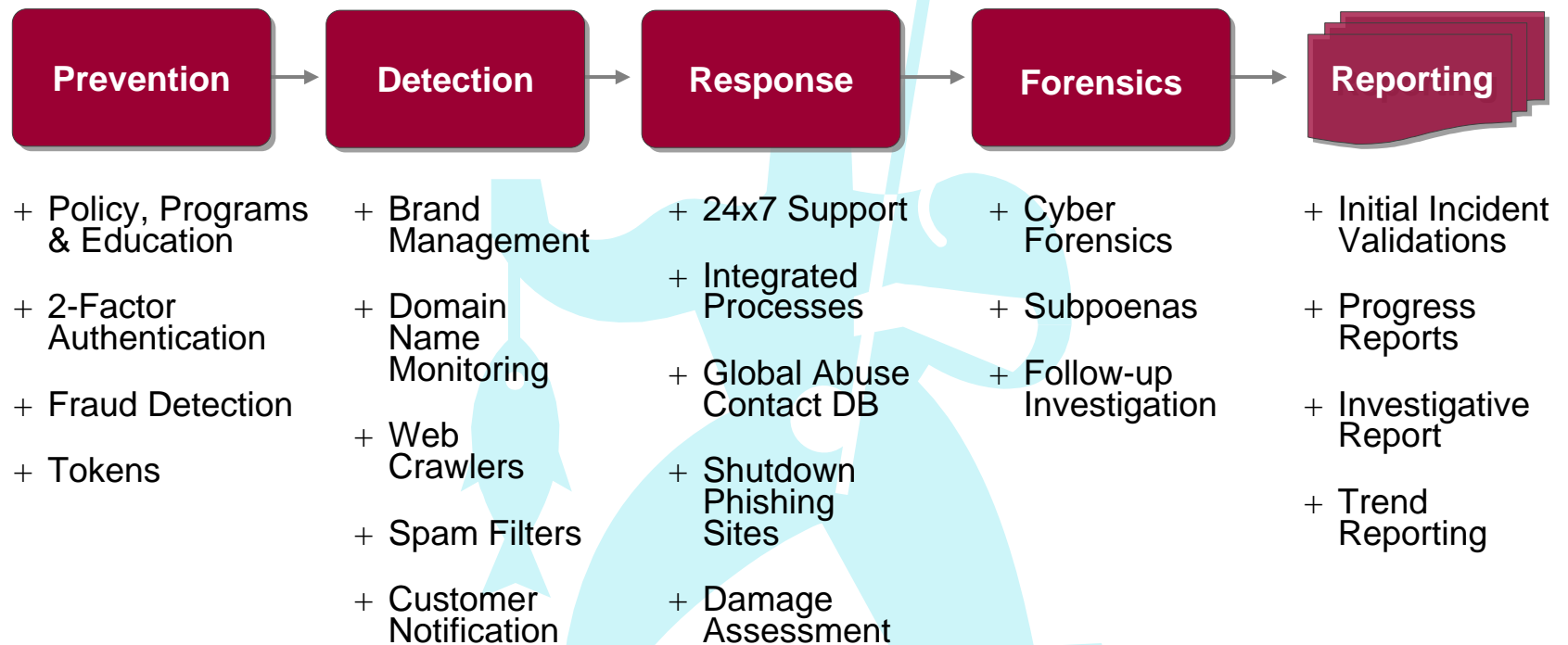
Re-engineer the Web and financial services infrastructure





Get a car alarm

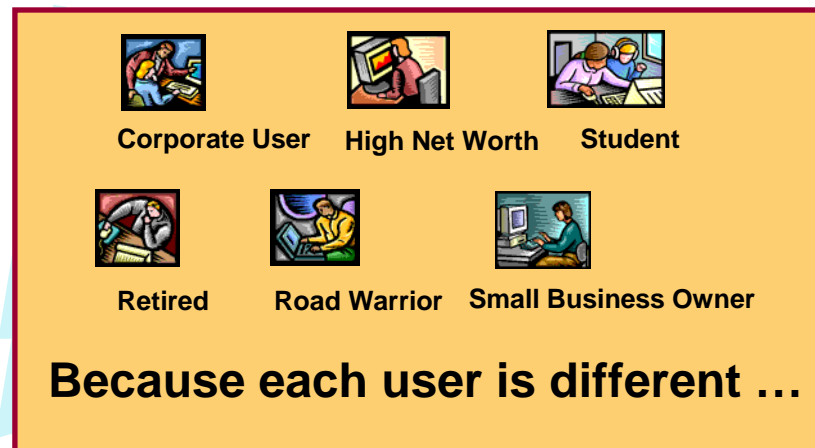
VeriSign's Anti-Phishing Solution



VIP Fraud Detection Services - Approach

+ User-centric fraud detection

- Is **INVISIBLE** for most users
- Non-intrusive (nothing on user's machine)
- Knows who you are
- Learns how you behave



Corporate User High Net Worth Student

Retired Road Warrior Small Business Owner

Because each user is different ...

+ Intelligence in premise and from the Network

- Learn and adapt to each user's unique behavior
- Enforce policy and block known attacks/fraudsters **and hackers move fast**
- **Stop Zero Hour Fraud**
 - novel attacks from “white” machines/IPs
- Share fraud information and leverage



Benefits



- + Reduce direct fraud loss
- + Reduce cost due to fraud
- + Increase consumer confidence
- + Regulatory compliance

Conclusion:

Plan for the Strategic
Deploy the Tactical today





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