Recognizing the need for an effective, easy-to-use anti-phishing solution, CCRC took a proactive approach to the problem and chose INKY.

> " INKY provides a great way to improve the visibility of potentially dangerous emails to staff, reduces the risk to the organization of someone unintentionally clicking a "bad link", and makes emails appear more professional. "
>
> *- Roger Gagnon, CIO/VP, Child Care Resource Center*

CCRC

Quick Facts

Since 1975, CCRC has been a unique and distinctive leader in the child care industry, cultivating child care development and education services for family and community well-being.

Industry:
Child Care & Family Resources and Education

Number of Employees:
1,000

Location:
California

www.ccrcca.org

About the Company

Child Care Resource Center (CCRC) (www.ccrcca.org) is one of the largest early learning and care non-profits in the state of California, serving more than 50,000 customers each month. Since January 1975, CCRC has provided critical programs and services to promote healthy and strong children and families living in a thriving community.

The services offered by CCRC include help finding and paying for child care to support a healthy economy and family success, mental health support and trauma-informed care, Head Start Birth to Five child and family development and preschool, parent engagement activities that strengthen families and reduce social isolation, and workforce development for child care providers. CCRC also develops and produces state-of-the-art community assessments, research and evaluation, advocacy calls to action, and strategic communications.

The Need

Though many companies come to INKY after they have been the victim of a phishing attack, that was thankfully not the case with CCRC. Rather, CCRC recognized the consistent but varied phishing threats that had the potential to adversely impact company operations, and possibly the families they served. CCRC knew they needed to protect their organization from such cyber-attacks, while improving staff awareness of all types of phishing attacks, including of data breaches, malware, credential harvesting, and more. CCRC sought a solution that offered a high level of intelligence and was delivered in an immediate, easy-to-use, and effective manner.

The Solution

After reviewing other email phishing prevention offerings, CCRC chose INKY, which now protects the company internally, virtually, and on mobile devices. According to Roger Gagnon, the company's Chief Information Officer and V.P. of Infrastructure Support Services, "INKY provided improved visibility into potential threats, allowing staff to readily recognize higher classified threats, while also providing an improved professional image of the organization."

Customer Case Study: Child Care Resource Center

Implementing INKY

The process started with a Proof-of-Concept (POC) deployment that was well-received by CCRC. Gagnon and his team were looking for a solution that could provide user feedback in the form of a real-time assistant and, prior to INKY, they weren't happy with the implementation that their existing Secure Email Gateway (SEG) was providing. CCRC was also experiencing advanced phishing attacks that were slipping past their incumbent SEG. INKY was able to catch these phish during the POC.

The CCRC team moved ahead with a full deployment, which took place during the initial COVID-19 lock downs. Still, the INKY team was able to fully implement the solution, which offered an advanced real-time assistant, caught next-gen phishing attacks, and provided the defense-in-depth that CCRC was looking for.

The CCRC staff also enjoyed the INKY integration. "Employees find INKY banners (the RealTime Email Assistant) helpful in quickly pointing to potential spam and dangerous phishing emails," said Gagnon. "The RealTime Assistant is definitely an improvement over our previous email server banners, which lacked "the smarts" and color coding. The assistant also integrates well on mobile devices and is not as intrusive as the prior email server banners were."

INKY in Action

When looking at a 16-month time span and comparing the first eight months to the last, CCRC saw the real-time assistant make a difference in employee click-through rates. Links clicked in Caution- and Danger-marked emails were 52% lower during the second half of the study, significantly lowering CCRC's phishing risk.

A Final Word

When asked if there was anything in particular about his INKY experience he appreciated, Gagnon added, "Great customer support — from start up to production. The INKY staff is a very smart and willing team that is always available to answer questions and provide technical support."
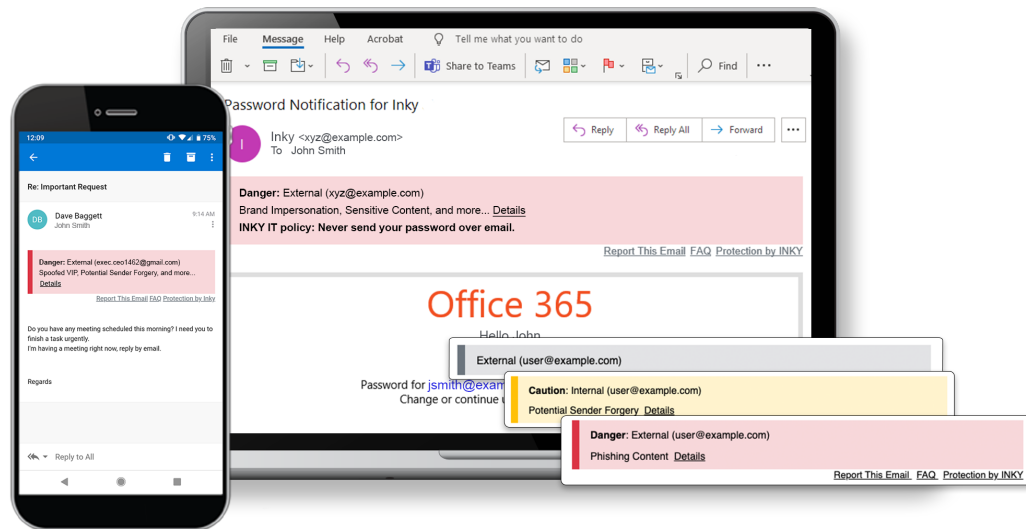
RealTime Email Assistant

INKY's RealTime Email Assistant inserts an HTML block containing the findings of INKY's threat models directly into each email. The block is color-coded — red for danger, yellow for caution, and gray for neutral — with short text phrases indicating what the threat models found. The block is stripped out of any replies to analyzed email. The RealTime Email Assistant also accepts input from users and has links to report and learn more. Businesses can determine their unique monitoring and quarantine rules for their organization. With live training, assistance in identifying phishing attacks, and the ability to report suspicious emails with a single click, The RealTime Email Assistant provides protection on all devices and email clients, including mobile.

Schedule a demo today.

www.inky.com

INKY ®