With phishing attacks becoming more sophisticated the ability to discern suspicious emails in real-time is paramount.

" Education about phishing was only taking us so far and that wasn't far enough. We are more comfortable now that our users are protected from an ever increasing threat environment. - Mike Collison, Director of IT at Auto Warehousing "

Quick Facts

Auto Warehousing Company (AWC) performs vehicle logistics, accessory installation and delivery logistics. AWC has facilities all over the US and Canada and the nature of its business is such that email is the major form of communication that connects AWC with its customers.

Industry:
Automotive

Number of Employees:
100 - 5,000

Headquartered:
Tacoma, WA

www.autowc.com

Security before INKY.

Prior to engaging INKY, Auto Warehousing Co. (AWC) had taken several proactive steps to secure their corporate email. Associates were provided with awareness training and IT used digital signage combined with frequent email reminders to continually educate the AWC email community. Further AWC had invested in a commercial spam and malware filter that served as the first point of entry for emails arriving at AWC. Despite their best efforts though, phishing attacks continued to arrive in corporate mailboxes.

The team at AWC shared with us their observation that Phishing attacks are becoming ever more cunning and sophisticated. Despite a well-trained user community, the ability to discern real communications vs email fraud attempts are becoming increasingly difficult.

Faced with the reality that their email users were being actively phished, AWC sought out a solution that could be a true preventative measure, but that crucially could also offer in-line training and awareness, ultimately, they chose INKY's Phish Fence.

The INKY demo.

The AWC team shared with us their surprise at the speed that a real-world demo was delivered by the INKY engineering team. They noted that their fears that INKY would act as a proxy and potentially slow down email traffic was quickly negated by INKY's unique architectural setup. The AWC team were also sold on INKY's superior dashboard capabilities that provided them with a real-time analysis of their current threat profile.

Implementing INKY.

AWC noted the speed and hiccup free implementation of Phish Fence. INKY integrated seamlessly with their Office 365 architecture as well as their current 3rd party spam and malware filter. In order to familiarize themselves with INKY's technology Phish Fence was initially deployed to a targeted user pool, after three day's and having been convinced of INKY's effectiveness, 500+ email accounts were secured by our technology. Deploying Phish Fence to the entire email user community took less than 30 minutes. The AWC team noted that their solitary question related to INKY's configuration was responded to and solved in less than 5 minutes.

Customer Case Study: Auto Warehousing

Further noting that INKY's technical support has been superior in both their aptitude and their availability.

Life in the phish fence.

AWC reported that since Phish Fence has been active there have been no successful Phishing attempts. AWC elected to allow red banner emails through (as an option red banner emails can be filtered to the quarantine folder). The decision to allow suspect phishing attacks through was done to further clarify and educate the AWC email community to the types of attempts and styles of Phishing attacks that are targeting their organization. Users are trained to understand the different banner types and know that red banner emails are not to be actioned. INKY's reporting tools have allowed the AWC Email Security team greater insight into who the prime targets for Phishing attempts at their organization have been - notably the executive team and finance. The main type of phishing emails they see are 'spear phishing'. Spear phishing attacks are not uncommon but INKY's ability to detect and reject them most certainly is. The AWC team have been particularly impressed with INKY's blend of artificial intelligence, machine learning and computer vision.

Gone, phishing.

The AWC team noted that in their opinion the level of sophistication of phishing attacks is on the rise and the nature of the attacks over the last six months appeared to be getting more creative and nefarious. The AWC team shared that SPAM filtering and awareness training alone were, to their mind, simply not enough to properly secure their organization from email fraud.

AWC's story is typical for the customers who seek out and engage INKY. Like AWC, the majority of our customers have been very diligent about awareness training and spam filtering, but they all come to us with the realization that it's just not enough as the sophistication of these attacks gets more clever every week.

If you haven't done so yet we encourage you to take the first step in fully securing your organizations email fidelity.
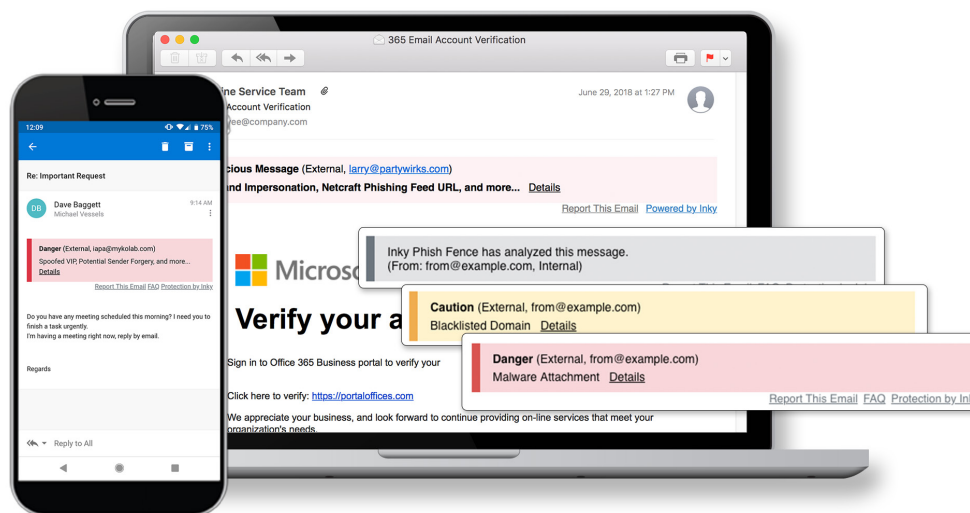
THE INKY BANNER

INKY employs a color-coded banner system to alert users as to the types of messages they see. The three color system – red for malicious, yellow for caution, and gray for safe, empowers users to make informed decisions before taking action on an email. Each INKY client can determine the best fit quarantine rules for their organization. The banner system is real time training, works anywhere the employee checks email and features the ability to also report and email always available.

Schedule a demo today.

www.inky.com

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