INKY™

CUSTOMER SUCCESS STORY

Kaizen turns to INKY to fill a gap in their cybersecurity defenses.

> **INKY is a major component of our cybersecurity defenses. As the head of IT and security at Kaizen, I'm confident we're protecting ourselves with a solution that evolves as attacks change. I'm happy with the responsive, knowledgeable support we've received. I'm recommending INKY to all of our own customers.** - *Melissa McCoy, CTO at Kaizen Approach*

kaizen approach

Quick Facts

Kaizen Approach helps government and commercial customers strengthen their cybersecurity position and advance their workforce development. Both are disciplines that require continuous change for improvement to be made, which is the philosophy behind the Japanese word Kaizen. Change is what drives organizations forward. It protects them from threats, and it keeps them competitive.

Industry:
Information and Technical Services

Number of Employees:
10 - 50

Headquartered:
Hanover, MD

www.kaizenapproach.com

Security before INKY.

Many government agencies and commercial entities rely on Kaizen Approach (Kaizen) to provide cybersecurity support services. When one of their customers experienced an attempted account takeover it prompted the Kaizen team to look at their own email security posture and to question its capability. Prior to installing INKY, Kaizen Approach had deployed a spam and malware filter and were conducting extensive phishing awareness training. However, the attack they witnessed caused the IT team to look at additional email fraud prevention options.

The INKY demo.

The Kaizen Approach IT team looked at several different phishing prevention applications and out of all the options that they reviewed, INKY's Phish Fence stood apart with its unique technology and ability to alert employees in real time. The Kaizen team was impressed by INKY's reputation in the market and were referred by a common partner. The technical team was particularly drawn to INKY's use of artificial intelligence, machine learning, and computer vision to eliminate successful phishing attempts.

The Kaizen Approach team shared with us that prior to their awareness training activities the email user community could be a little 'click happy.' Once phishing awareness training was put into place the 'clicking' was replaced by forwarding suspicious emails to the IT department. While this demonstrates that employees were learning to be skeptics, it also meant that a great deal of the IT teams time and resources were spent reviewing 'suspicious emails' that had made their way through their existing spam filters. Further, the team had come across several C-level executive spoofing attempts. One particular example spoofed a Kaizen customer CFO and the phishing attempt tried to route money into a nefarious account.

Implementing INKY.

The Kaizen Approach team shared with us that the deployment of Phish Fence was entirely seamless and easy to understand. The complete implementation was conducted in a just a couple of hours. The INKY deployment team provided superior technical support throughout and INKY was implemented across the entire

Customer Case Study: Kaizen Approach

Kaizen Approach email community in one install session. The Kaizen Approach team noted that they had never had a deployment of this magnitude go so quickly and easily.

Life in the phish fence.

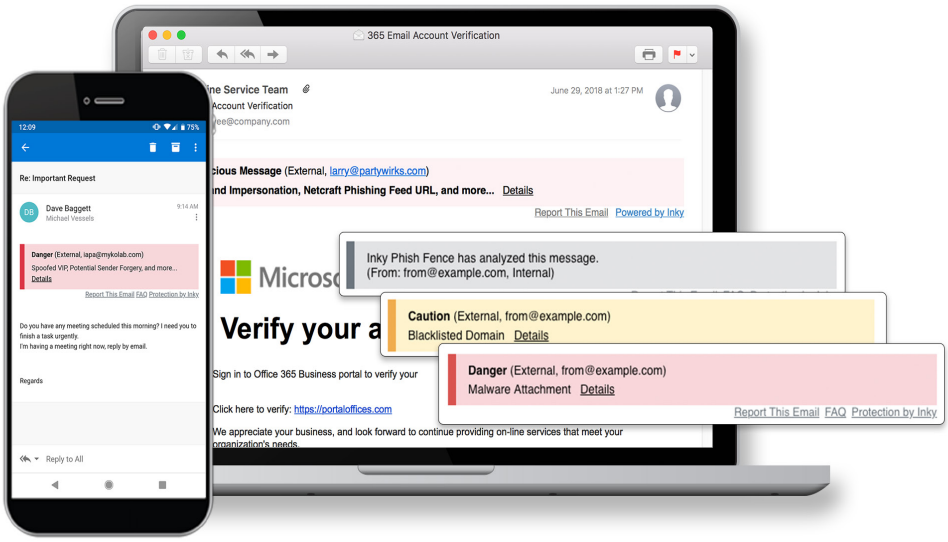
Kaizen Approach reports that life behind the Phish Fence has been going swimmingly! INKY has taken over malware detection duties also. Kaizen Approach associates feel secure and confident due to the color-coded banners that INKY affixes to each email that an associate receives and the shared user experience across mobile and desktop email applications being a particular item of note. Additionally, INKY's 'second chance' flash page further prevents potential phishing attacks from being actioned by adding an additional preventative measure. Another tangible benefit for Kaizen Approach is that since Phish Fence has been active, email related call volumes and tickets to IT have dropped off.

Gone, phishing.

The Kaizen Approach team noted that in their opinion executive spoofing is becoming more and more common and that they have seen several (unsuccessful) spear phishing attempts.

Kaizen Approach's story is typical for the customers who seek out to engage INKY. Like Kaizen Approach, the majority of our customers have been very diligent about awareness training and spam filtering. While filters and training are important, they ultimately fall short, and sadly one successful phishing attack is too costly to risk.

If you haven't done so yet we encourage you to take the first step in fully securing your organizations email fidelity — schedule a demo today.



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

INKY®