

Phishing Detection and Response

“You’re gonna need a bigger boat”



- JAWS, 1975

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The Problem

THAT'S SOME BAD HAT, HARRY - JAWS, 1975

Significant cybersecurity risk to organizations

Employees play a critical role in reporting suspicious emails

High volume of reported phishing emails daily

Phishing Email Reports

"IT'S ONLY A HOAX" - JAWS, 1975

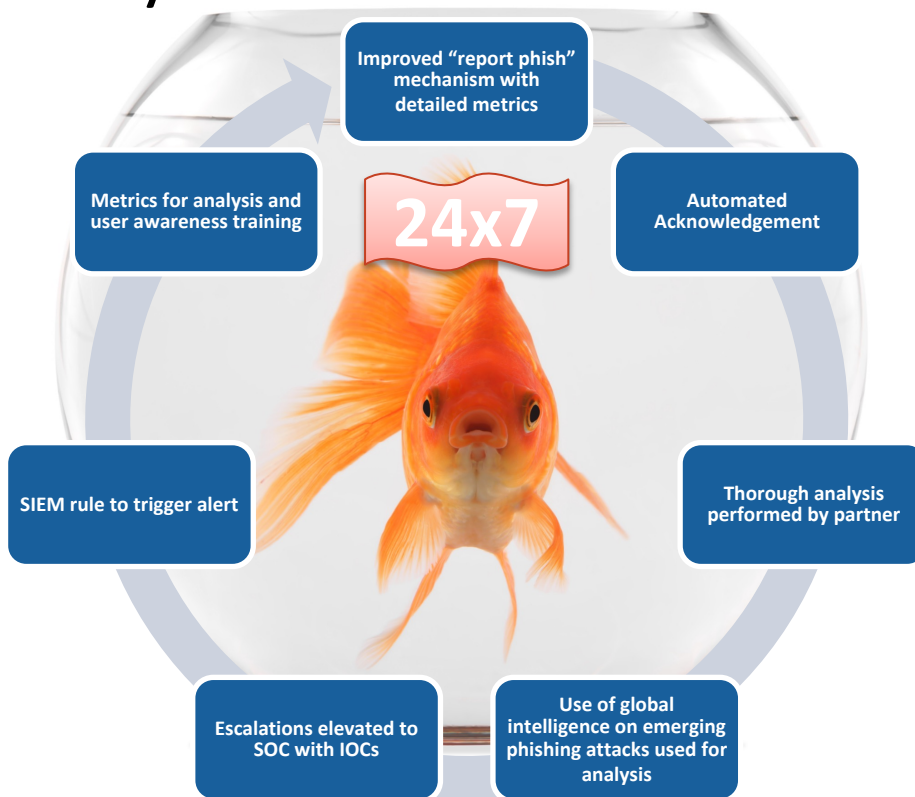


"This looks suspicious"

"Anyone there?"

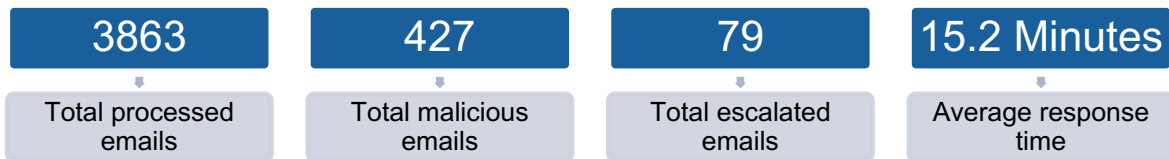
Sa/Su

Phishing Analysis



Phishing Analysis – By The Numbers

MONTHLY SNAPSHOT



Simulation & Awareness Challenges

INEFFICIENT AND EXPENSIVE

Build our own
content

Manually
maintain user
list

Data
inaccuracies

No report
history



Simulation & Awareness Enhancements

EMPOWERMENT AND EFFECTIVENESS



"Real attack"
library

Automated
user
maintenance

Enhanced
delivery tools

Robust metrics
& reports

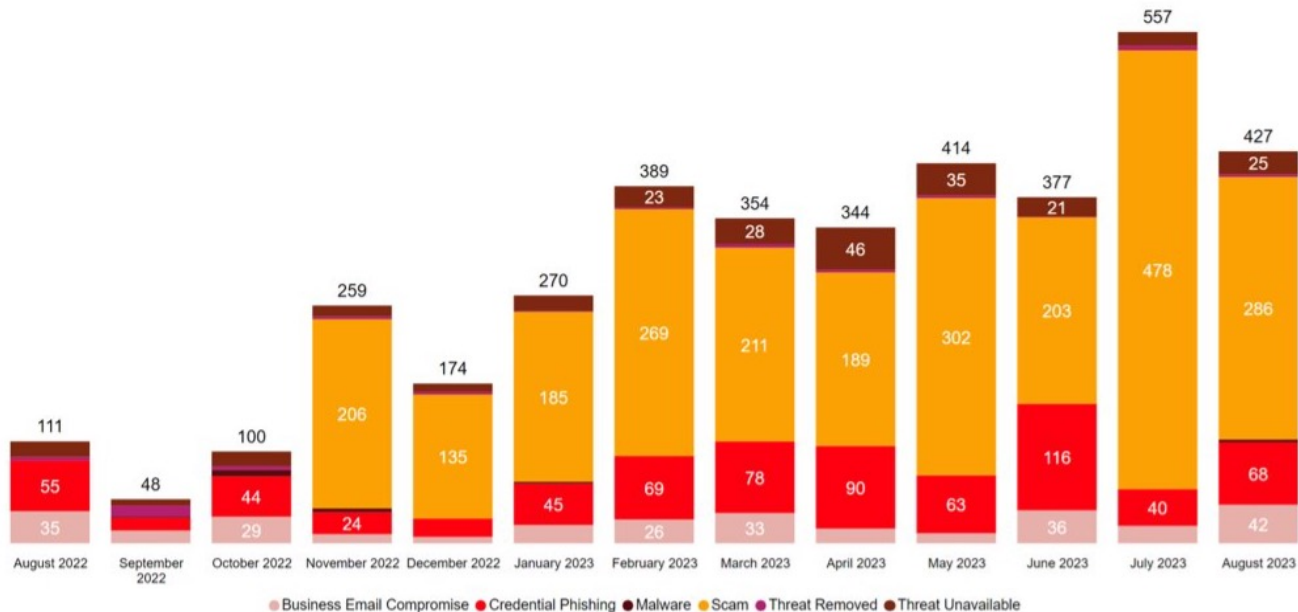
Simulation & Awareness Response Time

MINUTES TO FIRST REPORT VS MINUTES TO SIMULATION FAILURE



Employee Reported Emails Over Time

MALICIOUS EMAILS AS CLASSIFIED, BY MONTH



A special ***thank you*** to everyone on the *Messaging* team and *Cybersecurity* team who dedicated time and effort to make this happen.



On behalf of Penn Medicine,
we **THANK YOU** for stopping by.

"JUST WHEN YOU THINK IT'S SAFE TO
GO BACK IN THE WATER"

da-dum, da-dum...