

PowerShark™

Anti-Phishing Readiness and Rapid Response



PowerShark™ provides early detection and quick-response deactivation of phishing attacks - valuable services that allow you to focus your efforts on limiting an attack's direct impact on your customers. Brought to you by anti-phishing leader Internet Identity, PowerShark enables you to take advantage of the latest tools and technologies to defuse attacks quickly, at minimal cost to you.

Quick action is crucial to defeating a phishing attack. Much like direct marketers, phishers will continue a campaign against a target as long as it is profitable. By discovering attacks against your financial institution in their early stages and quickly shutting them down, you will make those attacks unprofitable failures. The phishers will be forced to try a new target.

Use PowerShark to reduce the impact of phishing:

- Limit how many customers fall victim to an attack.
- Save customer service costs.
- Avoid fraud losses.
- Discourage future attacks.

PowerShark finds and blocks new phishing sites fast!

Our dedicated systems hunt the World Wide Web, monitor domain registrations and constantly examine spam e-mails for phishing websites, finding several hundred new sites every day. We immediately report verified phishing sites that target your brand directly to you, via e-mail and in our PowerShark online portal. Sites are also instantly reported to popular blocking services, including the Microsoft® Phishing Filter Service. You can also add sites you discover to our system to get them blocked.

PowerShark takes down phishing sites fast

With our 24/365 staffing, site deactivations can be initiated as soon as they are detected, saving valuable time. You can rely on our seasoned PowerShark deactivation team to get sites taken down fast, and gain the advantage of the relationships and know how we have developed over the past two years. As one client puts it, we "destroy the average" site takedown time, getting most sites down in a few hours or less.

PowerShark prevents domain-based phishing

Phishers love to grab "cousin" domains and will use them against your customers, unless you get control of those domains first. The PowerShark Core 40 program prevents the phishers from using them, and sends a powerful signal that your guard is up and you will be quick to thwart any phishing attacks. Take advantage of the service at the heart of Microsoft's industry leading "Domain Defense Program" for your own company.

Phishers attack twenty new targets every week. And it's not just the biggest banks that are being targeted...

Bank of Oklahoma
Consumers National Bank
First Merit Bank
Keys Federal Credit Union
M & I Bank
Neighborhood Credit Union
Pennsylvania S.E.C.U.
Regions Bank
Statewide FCU
TCF Bank
Union Trust Bank

What will you do if you are the next target?

InternetIdentity

Internet Identity is at the forefront of providing prevention, detection and response services to combat the growing phishing problem. A pioneering leader in the anti-phishing services field, Internet Identity is an educator of the industry through active participation in the Anti-Phishing Working Group (APWG). Internet Identity's clients include a number of both large and not-so-large financial institutions and e-commerce companies.

Be ready to react quickly!

Call Internet Identity today at (888) 239 6932

or e-mail us at info@internetidentity.com

1

Hunt for Phishing Sites

Finding phishing sites as soon as they go live is the first key to limiting the damage those sites cause. Our PowerShark systems constantly hunt the Web, looking for phishing sites that target your brand in their earliest stages of life. Our intelligent algorithms **focus on known “red light districts”** of the Internet that we know are vulnerable to hackers and phishers, and find sites that are not visible to traditional Web spidering systems and search engines. We often find sites before the phishers send out spam “lures” to attract their victims. The PowerShark system also examines countless spam e-mails every minute, and immediately finds the messages that are trying to lure your customers to a fraud web site. We also monitor the domain space daily and investigate any suspicious registrations that target your brand.

DETECT

2

Deactivate Phishing Sites Quickly

Quickly deactivating websites that put your customers at risk and violate your brand is the most critical part of effectively combating phishing. Internet Identity offers you the most cost-effective rapid deactivation service on the market today. With our comprehensive deactivation solution, you can:

- Start deactivation immediately when the site is discovered, day or night. **We work 24 x 365.**
- Immediately restrict access to phishing sites in web browsers and at major ISPs.
- Focus your internal resources on preventing fraud transactions and protecting customer accounts.
- Get timely deactivation updates so you can keep your team informed.

RESPOND

3

Control your Domains

When you take control of your domains, you can **eliminate 35% of possible phishing attacks against your brand.** With the PowerShark Core 40™ domain program, we register the top 40 phishing brand-term combinations in the top 6 TLDs (com, net, org, info, biz, us) for 240 total registrations that block the terms utilized in 50% of branded domain-based phishing attacks. For greater protection, the Core 100™ domain program registers the top 100 phishing brand-term combinations in the top 6 TLDs, blocking 75% of the terms used in branded domain-based phishing attacks. We do all the work for your Core domain program. You simply provide us with your brand name. Our veteran domain staff handles the entire registration and management process, ensuring that your brand is protected against domain-based attacks.

PREVENT

DETECT

- **Detection - Web, Domain and E-mail Hunting find new sites fast.**
- **Alerting - Direct to you via e-mail and web portal.**
- **Monitoring - Know when a site goes down (or if it *ever* comes back.)**

RESPOND

- **Site Blocking - Protect your customers in Internet Explorer, Firefox and at ISPs.**
- **Site Deactivation - Get sites killed quickly. Anytime. Anywhere in the world.**

PREVENT

- **Domain Control - Protect your Internet brand names by taking control.**
Core 40 - 240 high-risk domains
Core 100 - 600 high-risk domains

Be ready to react quickly!

Call Internet Identity today at (888) 239 6932
or e-mail us at info@internetidentity.com