INKY™

CUSTOMER SUCCESS STORY

Directed turns to INKY's next-generation technology for their anti-phishing solution.

> "If you aren't using a service like INKY you are really shooting yourself in the foot, email is too easy to compromise." - *Geoff Augenstein, Director of IT at Directed*

DIRECTED®

Quick Facts

Headquartered in Southern California, Directed is the largest designer and marketer in North America of consumer-branded vehicle security and remote start systems (sold under Viper®, Clifford®, Python®, Autostart® and other brand names). Directed markets its broad portfolio of products through many channels including leading national retailers and specialty chains throughout North America and around the world.

Industry:
Consumer Electronics

Number of Employees:
201 - 500

Headquartered:
Vista, CA

www.directed.com

Security before INKY.

Prior to engaging INKY, Directed's business relied heavily on email and for that reason they sought out a solution that found the right blend between being both a preventative and corrective measure against the proliferation of email fraud attempts and phishing against their organization. Ultimately the only solution that came close was INKY.

Like most modern IT organizations Directed's team had deployed standard spam and malware technologies, and while these were effective at filtering out mass mailing and malware, the Directed team recognized that their filtering was ineffective when it came to preventing modern phishing attempts.

Directed had previously experienced multiple phishing attempts against their email user community. Many of these attempts were targeted towards company executives and human resources associates. While none of the attempts were fully successful, some had progressed to the point where a handful of users had begun to engage a phishing email attempt. Thankfully, Directed's internal phishing awareness training did cause the impacted users to take pause once they received strange follow up requests, however, the fact they these emails were making it through at all were a major driver for engaging INKY. During the INKY demo, Directed was shown some very similar emails to the ones they received and how exactly INKY would protect against these attempts.

The INKY demo.

The Directed team came to INKY with one goal in mind, finding a solution that prevented phishing attacks rather than training against them. After learning more about the simple deployment of INKY, training for their end users through non-invasive banners appearing in emails, and robust dashboard that displayed potential attacks, Directed knew that INKY was the right solution for them.

Implementing INKY.

As we encourage all potential customers, the Directed team started with a 2-week trial with one of their smaller domains. INKY's technology proved itself immediately and Directed quickly began deploying across all its

Customer Case Study: Directed

managed email domains. The deployment process was described by the Directed team as being "extremely straightforward." In fine tuning INKY, Directed had full access to the INKY technical team who ensured the solution was in place and working properly. The Directed team noted that INKY's ease of deployment and hassle-free management has given time back to their IT resources.

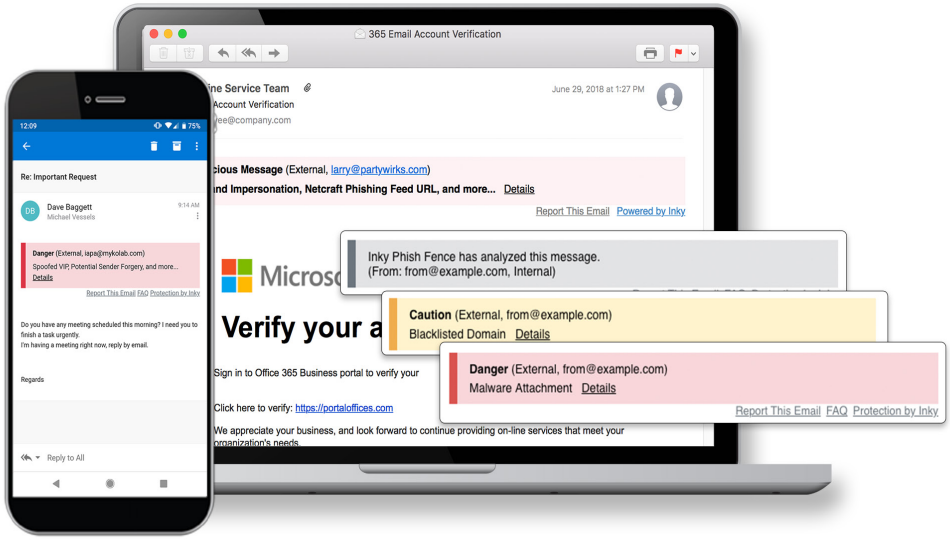
Life in the phish fence.

Since implementing INKY, Directed has been able to identify over 1,200 warning emails that were aimed at their email user community. To date, none of these emails have been actioned. A few red banner emails from a customer with the same name as a Directed employee were flagged, but that only reinforced and validated INKY's relentless nature. The IT team has chosen to have the red banner emails delivered in order to drive awareness training and education relative to email fraud. One phishing email of note was aimed at the companies CEO and presented a highly believable email sync spoof.

Gone, phishing.

The Directed team noted that over the past couple of years phishing has become far more aggressive. The proliferation of email as a communication tool for businesses is creating a lucrative environment for cybercriminals. Like many other companies, the Directed team is concerned that when it comes to phishing, things will get worse before they get better. We are happy to report though that they now have peace of mind thanks to INKY. The Directed team has been evangelizing INKY with friends, family, and partner companies. Directed's story is typical for the customers who seek out and engage INKY. Like Directed, most of our customers have been very diligent about awareness training and spam filtering, but each realized that while filters and training are important, they ultimately fall short and 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 security — talk to our team today and schedule a demo.



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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