UNLEASH THE POWER OF LIMITLESS CONNECTIVITY
Agenda

• Introduction
• Threat landscape
• Security Strategy
• Threat intelligence
• Ensuring success
Phishing
Web links in emails, SMS, or other places designed to encourage clicks that take people to malicious web sites where their valuable personal information can be harvested.

Malware
Malicious software developed to damage or disrupt devices or their data (by encrypting it with a secret key) or to gain unauthorized access to a network.

Malicious Bots*
Software that’s secretly installed on computers and remotely controlled. Networks of malicious bots are used to find and upload valuable information, launch DoS attacks, provide access to machines and much more.

* There are legitimate bots too that perform many repetitive tasks on the internet.
Typical Threat Distribution

- Botnets: 21.0%
- Phishing: 14.0%
- Spam: 13.0%
- Malware: 52.0%
Create typos that evade a quick glance
wesrternsurnion.com/online      login.moffice356.com

Cuse a different top level domain
verifyppal.xyz

Shift the familiar name to the left
signin.secure.welllsfargo.com.services.regaswel.shop

Use “lookalike” characters from non-latin character sets
Phishing Example Landing Pages

Microsoft
login.moffice356.com

Apple
apple.com.brilb.ru
Social engineering advances

“Covid-19 work from home policy”

“People are looking at your profile”

“How unusual sign-in activity”

Cognitive Triaging of Phishing Attacks
Amber van der Heijden, Luca Allodi
https://wwwusenixorg/system/files/sec19-van_der_heijdenpdf

How phishing attacks trick our brains
Why you’re more of a sucker than you think
Patrick Howell August 8, 2019
https://wwwtechnologyreviewcom/2019/08/08/238739/how-phishing-attacks-trick-our-brains/
Typosquatting Activity

Samples

nytimes.cm
imagesgoolge.com
ups.cm
wellsfargo.cm
wwwltrivago.com
winipedia.com

Landing pages serve malicious content based on the detected browser User-Agent and source IP address:

adware browser addons, MacOS fake system update and Windows fake AV purchase
Simple to procure and operate.
Complement other security services
Ensure transparency
Give subscribers control
How It Works

Threat intel → Cloud → SMB portal

SMBs

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Threat Intelligence Goals

Improve Precision
Minimize risk of blocking legitimate requests

Improve Coverage
Protect against wide-ranging and emerging threats

Improve Agility
Respond rapidly to fast-changing attacks
Intelligent Processing

Live streamed DNS & http data

- Anomaly Detection
  - Monitor traffic patterns to detect DNS-DDoS, botnets, and other threats

- Domain Ranking
  - Measure relative “importance” of both web and “infrastructure” domains

- Correlation & Clustering
  - Use unsupervised machine learning to identify families of malicious domains

- Domain Reputation
  - Calculate links between domains and ~90 network, client, and other “features”

Malicious activity detected & validated in seconds - minutes

Automated threat intelligence updates

Over 500,000 new malicious domains published each day
### Sales Enablement

Sales tools summarizing key value points  
Solutions tools describing broader solution (access and other parts of bundles)  
Integration with internal sales systems  
Competitive overviews  
Security and solution videos  
Call scripts/talking points

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### Sales Roadshows

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### Customer Marketing

- Brand and Product Awareness Campaigns
- Website
- Broadcast media
  - TV
  - Print
  - Radio
- PR
- Social media
- Content syndication
- Customer Acquisition
- Direct Mail
- Email
- Digital media
- Webinars
Thank You!

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