White Paper

Enterprise Security Awareness

Central Command & Control

FootPath

SecureGURU Security Education & Desktop Security System

Examples and illustrations in this white paper are not meant to be representative or particularly applicable to another situation. Features and facilities described in this white paper may change without notice. No guarantees are expressed or implied as to the correctness or accuracy of any result produced by the FootPath/SecureGURU^{TM} program.

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Introduction and Problem Statement

Cyber crime and physical crime from external and internal sources is increasing everyday having potential to cause massive damage, financially and potentially to human life. The threats range from simple thefts to bio terror attacks and they can change every day. The problem is compounded in enterprises where employee turnover is high and security awareness programs are static and expensive to implement, monitor and measure. 45% of all security breaches occur from within a company. Damage or threats to a company's resources from internal forces are considered to be more serious and dangerous than those posed by external forces. In today's business arena reports of such attacks are growing day by day, despite astronomical investments made by companies on security to safeguard business assets, due to lack of security awareness amongst employees.

"…Federal investigators say that the tools and gears of security equipment are not as effective in the absence of appropriate and continuous employee training on potential threats…"

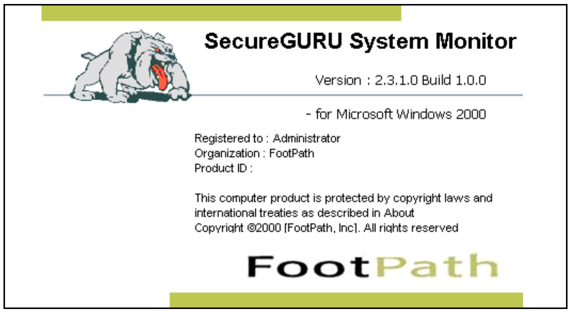
Solution

Security Awareness content must be dynamic. The themes should be based on specific threats, severity of the threats, enterprise-specific vulnerability, enterprise physical location, and enterprise business vertical. Security awareness program must also be able to track the awareness level of all employees and have the capability to identify, report and defend against any known attacks on an enterprise.

Damage to a company's resources from internal forces continues to rise each day.

FootPath launched SecureGURU^{TM} to help enterprises effectively communicate with enterprise security programs and reduce the liability of the enterprise, while fully complying with laws passed by the US Congress that will soon be required of financial services, health care, defense and utility companies in the US. In addition to the technology to communicate, track and prioritize security content, FootPath provides security training content in the form of Flash presentations, screen savers, Intranet servers, posters & flyers. FootPath's interactive content team constantly develops new content and provides it bundled with SecureGURU^{TM} product.

Security Awareness/Education is similar to **studying martial arts**. One always needs to be prepared, because, one never knows when an attack could occur!



SecureGURU System Monitor

Version : 2.3.1.0 Build 1.0.0

- for Microsoft Windows 2000

Registered to : Administrator
Organization : FootPath
Product ID :

This computer product is protected by copyright laws and international treaties as described in About
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SecureGURU^{TM} helps enterprises effectively communicate enterprise security programs

Business Applications

FootPath aims at providing security education solutions in compliance with US and International legislations governing Information Security and Privacy standards such as:

- Gramm-Leach-Bliley Act of 1999
- Health Insurance Portability and Accountability Act (HIPAA) of 1998
- European Privacy Act
- Germany's financial accounting and auditing law (KonTrag)

FootPath SecureGURU^{TM} solution, both standard and customized can be fully applied to the following business areas:

- Health Sector
    - Hospitals
    - Pharmacies
    - Health clubs and resorts
- Financial Sector
    - Banks
    - Insurance Firms
    - Auditing Firms
    - Mutual Funds
- Defense Companies and Contractors
- Utility Companies
    - Nuclear Power Plants
    - Electric Companies
    - Telephone Companies
- Hazardous Chemical Manufacturing and Transportation Companies
- Pharmaceutical Companies

It is becoming more obvious every day that we need to stay **aware of threats** both online and **physical**. SecureGURU is the **most economical solution** to centrally control, communicate, track, and measure security awareness programs for an enterprise*. E.g. Costs of Security Awareness using SecureGuru is almost 1/3rd of physical, in- person awareness training.*

SecureGURU™ Enterprise Security Awareness Concept

FootPath's Enterprise Security Group provides Security Awareness Solutions for Enterprises, Security Audits, and Information Security Architecture to Fortune-5000 companies with the main focus being:

- **Identification of the Threat - (How does one positively identify?)**

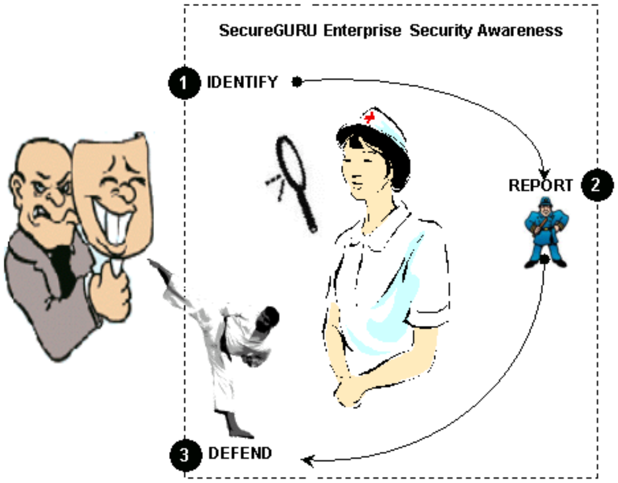
  To combat a threat, employees must be trained to identify a threat. Therefore, educating employees about all types of threats is the first and the most crucial step an enterprise can take to combat security threats

- **Reporting a Threat - (Who to report?)**

  Your employees have identified the kind of threat! Is the threat from within the enterprise or is it external? Do they know where and how it has to be reported?

- **Defending against a Threat – (Emergency response, first-aid…)**

  Is your staff capable enough to handle a threat? Are your systems being monitored by security software? Do your staffs know about the software?



Initiating a comprehensive Enterprise Security Awareness program, proactively reduces or eliminates potential damages from an attack

Threat Identification, Reporting and Defense are major challenges that can be overcome with simple and cost-effective solutions such as SecureGURU Security Education and Breach Notification Software from FootPath, Inc.

Security and ROI (Return On Investment)

Information and enterprise security are important components of most corporate balance sheets today. Good understanding of your current business scenario and how employees would benefit from security awareness should precede an investment in security solutions.

To generate an ROI on Security solutions, the following issues need to be addressed:

- What is the company's "Current Security Level"? How knowledgeable is the company staff about Security?
- What is the most effective method of education the employees? Would it be a dedicated workshop session or would it be an autonomous, on the job training?
- How compliant are the Security solutions to the current Laws?
- Is the Security solution measurable in terms of increased awareness of the employees?
- Finally, how cost-effective is the solution and what would be the Effectiveness/Investment ratio?

FootPath SecureGURU^{TM}

SecureGURU from FootPath, Inc. helps reduce Internal and external Attacks to an Enterprise via Security Awareness and Desktop Security. It helps solve the following business problems faced by a CIO or CSO in autonomous and cost-effective ways:

- Educating Employees about all types of threats - Information, Social, Weapon Oriented; Identification of a threat, defense against threats and reporting procedures
- Tracking Awareness Level of the Enterprise. Are more than 50% of the employees educated to identify and handle a Virus Attack?
- Communicating "Urgent Threat Alert" to all Employees and instantly evaluating employees who have not read/acknowledged the alert. This helps too reduce enterprise liability.
- Dynamic update of Security Awareness Content
- Four levels of content organized to spread security awareness across all levels of an enterprise
- Monitoring & Protecting the Desktop PC's against Internal attacks

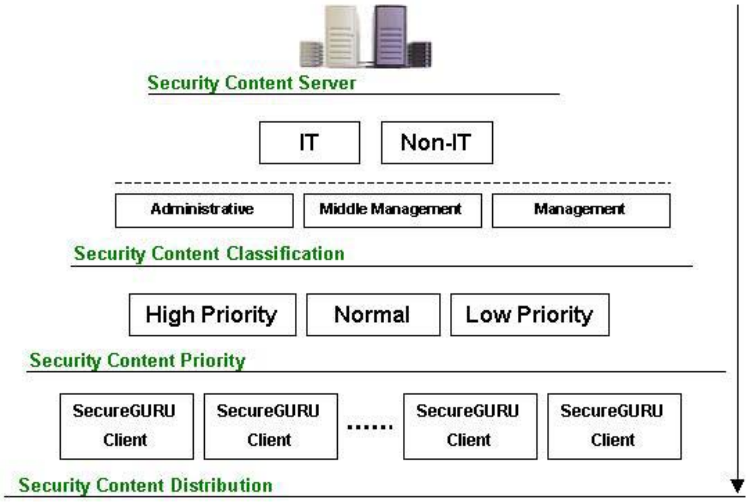
SecureGURU^{TM} Security Education Content

With the Government stepping up its emphasis on Information Security and Privacy standards with recent U.S Legislation acts such as Gramm-Leach-Bliley Act of 1999 and the Health Insurance Portability and Accountability Act (HIPAA) of 1998, Footpath's SecureGURU^{TM} solution aims to proactively educate employees to improve enterprise threat and security awareness with the education themes in compliance with these regulations. FootPath Security Education themes are available on the following areas:

- Identity Theft
- Information Theft
- Privacy Protection
- Desktop Security
- Virus & Worms Education
- Social Attacks & Defense
- Bio-terror Defense Education
- Work Place Theft Prevention Education
- PDA/Laptop Security
- Wireless Security
- HIPAA (*scheduled 02/2003*)

Note: Each education theme consists of 10 – 16 highly engaging, interactive screens that cover all potential attack scenarios.

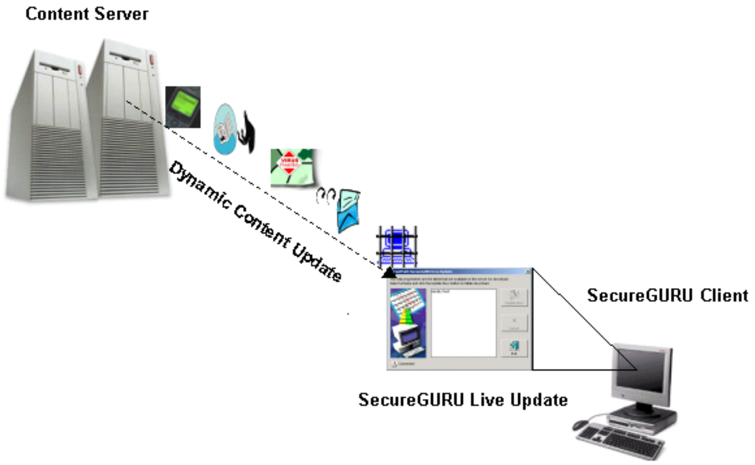
Enterprise Based Security Content Distribution



SecureGURU's Enterprise Based Security Content Distribution effectively distributes Awareness content across all levels of an enterprise

SecureGURU^{TM} Architecture and Content Delivery Methods

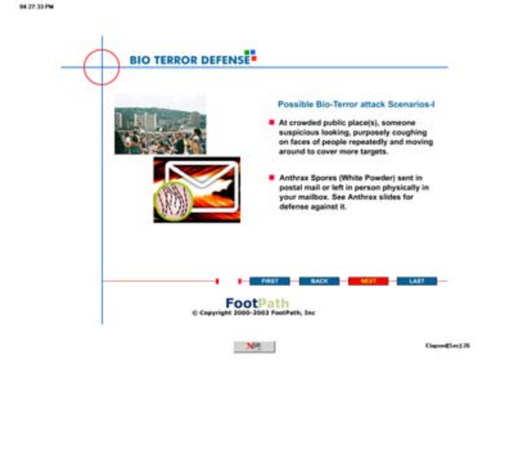
SecureGURU's Live Update employs demand based pull technology (and server push technology in the future releases) to deliver state of the art security awareness content to your desktop. New Security themes are updated/added regularly on SecureGURU Content Servers (co-located at Exodus facility in Newton, MA). Customers can use SecureGURU Live Update to update the themes on demand.



SecureGURU Live Update employs demand based pull technology to update security awareness content from the content server, on SecureGURU Clients

Communicate Security Education

With unique content distribution methods, SecureGURU effectively delivers content to every employee in the enterprise. The Interactive content can be configured as a Screen Saver for offline viewing or viewed online from a Web browser.



Possible Bio-Terror attack Scenarios-I

- At crowded public place(s), someone suspicious looking, purposely coughing on faces of people repeatedly and moving around to cover more targets.
- Anthrax Spores (White Powder) sent in postal mail or left in person physically in your mailbox. See Anthrax slides for defense against it.

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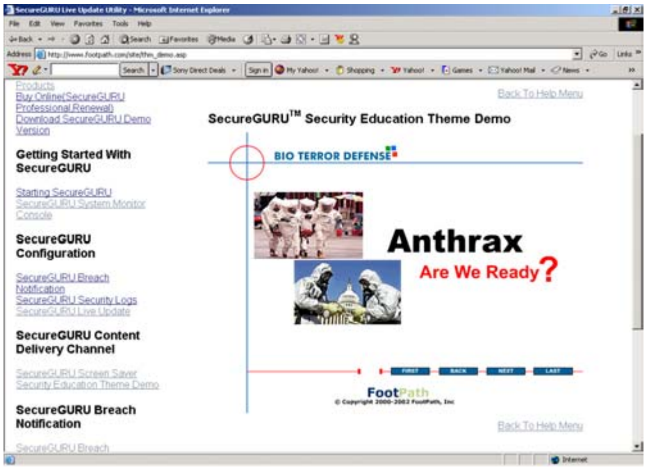
SecureGURU Screen Saver


SecureGURU Live Update Utility - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://www.footpath.com/site/thm_demo.asp
Go Links
Search Sony Direct Deals Sign in My Yahoo! Shopping Yahoo! Games Yahoo! Mail News
Products
Buy Online(SecureGURU Professional Renewal)
Download SecureGURU Demo Version
Getting Started With SecureGURU
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SecureGURU System Monitor Console
SecureGURU Configuration
SecureGURU Breach Notification
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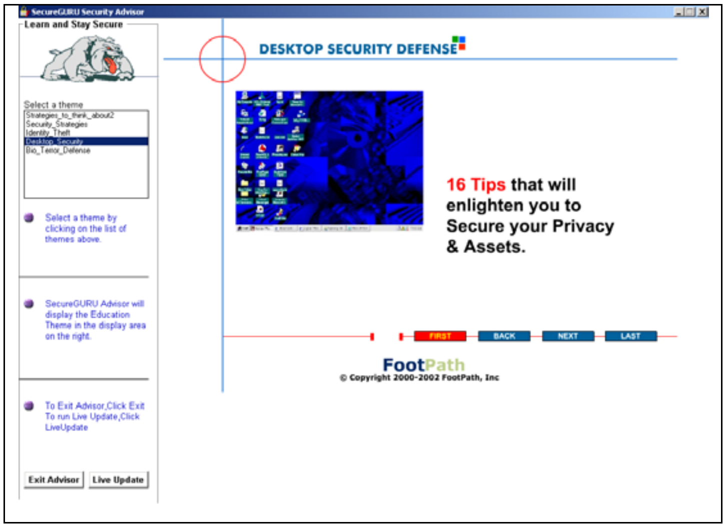
SecureGURU Live Update
SecureGURU Content Delivery Channel
SecureGURU Screen Saver
Security Education Theme Demo
SecureGURU Breach Notification
SecureGURU Breach
Back To Help Menu
SecureGURU™ Security Education Theme Demo
BIO TERROR DEFENSE
Anthrax
Are We Ready?
FIRST
BACK
NEXT
LAST
FootPath
© Copyright 2000-2002 FootPath, Inc
Back To Help Menu
Internet

SecureGURU Online

Interactive Security Awareness Content can be viewed offline through a Screen Saver or online, using a Web Browser

Content Viewing/Display

In addition, SecureGURU's **Security Advisor** provides Interactive on-demand Security Education to the employees.



Select a theme by clicking on the list of themes above.

SecureGURU Advisor will display the Education Theme in the display area on the right.

To Exit Advisor,Click Exit To run Live Update,Click LiveUpdate

16 Tips that will enlighten you to Secure your Privacy & Assets.

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SecureGURU Advisor

SecureGURU Security Advisor provides Interactive Security Education to employees

Advantages of SecureGURU^{TM} Architecture

SecureGURU architecture has been designed keeping in mind, all issues pertaining to the MIS department, network resources and most frequently used features such as:

- **Minimal use of Internet bandwidth** to download/view the light-weight, Security Education Content .The content is downloaded only once or whenever updated
- **Reduced or no Intranet traffic** as offline security education themes are played from each client machine
- **Lesser Connection time** as the Offline communication system (SecureGURU Screen Saver and SecureGURU Advisor) dispenses with constant connection to the Internet
- **Least CPU utilization** enabling it to work on computers with minimal hardware resources
- SecureGURU Screen Savers make effective usage of **computer idle time** by playing security education content thereby creating a security aware environment
- **Scheduled delivery** of Security content through SecureGURU Live Update
- **Offline tracking** with no load on network resources

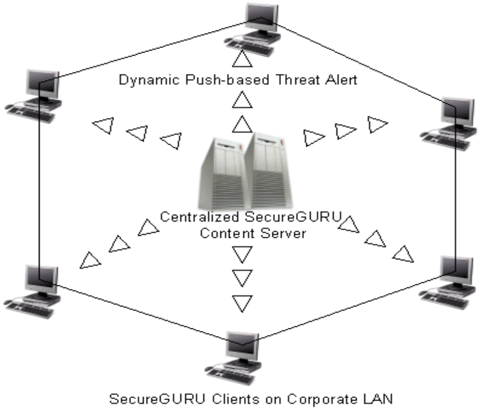
Tracking of Viewer ship

Track Security Education Training

SecureGURU Education content is both interactive and intelligent (SecureGURU 3.0 and future releases). Each theme is engineered to track and evaluate the progress of an employee's security awareness. On having completed viewing, the theme is automatically marked as read and the next unread theme is brought up ready to be viewed.

Control Security Education

With server push technology (SecureGURU 3.0 and future releases), SecureGURU Content Server can communicate "Urgent Threat Alerts" to all SecureGURU Clients and evaluate each user as having acknowledged or not acknowledged the alert. The client system remains locked as long as the user has not acknowledged the alert.


Dynamic Push-based Threat Alert
Centralized SecureGURU Content Server
SecureGURU Clients on Corporate LAN

With Server based push technology, top priority alerts are communicated to all SecureGURU clients on the corporate LAN

Urgent Threat Alerts include all such messages classified as Top-Priority or Emergency classified broadly as:

Fire or other natural calamity alerts

Emergency/War Evacuation Alerts

Bio-Hazards Emergency Alerts

Internet Virus Spread Alerts

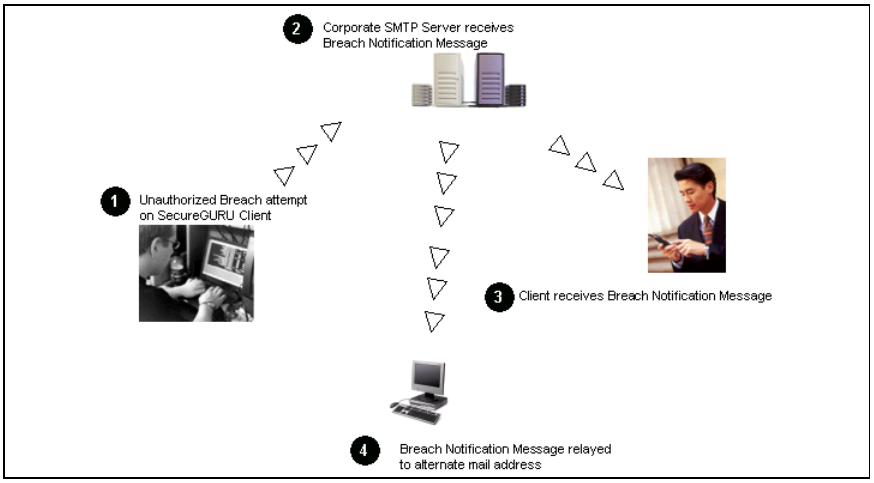
Cyber Crime Warning Alerts

Cyber Terrorism Warning Alerts

SecureGURU^{TM} Desktop Security and Breach Notification

One of the key issues addressed by SecureGURU is Desktop Security. The SecureGURU Desktop Monitor automatically monitors the locked workstation. On detection of an unauthorized login, the SecureGURU Breach Notification System automatically notifies the owner of the workstation over a pre-configured email address or a mobile phone.

SecureGURU Breach Notification System can be configured to channel Breach Notification messages through the corporate SMTP server on the company Intranet or a dedicated third-party SMTP server.

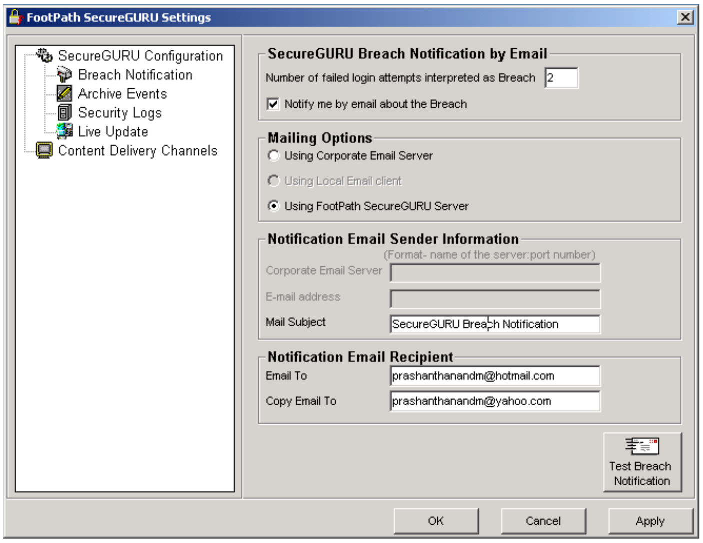

2
Corporate SMTP Server receives Breach Notification Message
1
Unauthorized Breach attempt on SecureGURU Client
3
Client receives Breach Notification Message
4
Breach Notification Message relayed to alternate mail address

SecureGURU Breach Notification System alerts clients of unwarranted breach attempts on workstations

In addition to the Breach Notification System, the Desktop Monitor also features:

- Capture and logging Breach information to dedicated log files
- Automatic and configurable facility to Backup log files on the local computer or over the Intranet
- Automatic Event Log Backup, Clearing and Notification system
- Automatic Live Update Scheduling

All these features are easily configurable from the SecureGURU Configuration Panel.



SecureGURU Breach Notification by Email

Number of failed login attempts interpreted as Breach: 2

☑ Notify me by email about the Breach

Mailing Options

○ Using Corporate Email Server

○ Using Local Email client

● Using FootPath SecureGURU Server

Notification Email Sender Information

(Format- name of the server:port number)

Corporate Email Server:

E-mail address:

Mail Subject: SecureGURU Breach Notification

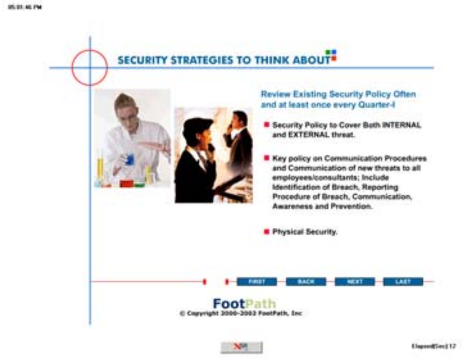
Notification Email Recipient

Email To: prashanthanandm@hotmail.com

Copy Email To: prashanthanandm@yahoo.com

The SecureGURU Configuration Panel

Selected Sample Titles of Security Awareness themes shipped with SecureGURU^{TM}



SECURITY STRATEGIES TO THINK ABOUT

Review Existing Security Policy Often and at least once every Quarter-I

- Security Policy to Cover Both INTERNAL and EXTERNAL threat.
- Key policy on Communication Procedures and Communication of new threats to all employees/consultants; Include Identification of Breach, Reporting Procedure of Breach, Communication, Awareness and Prevention.
- Physical Security.

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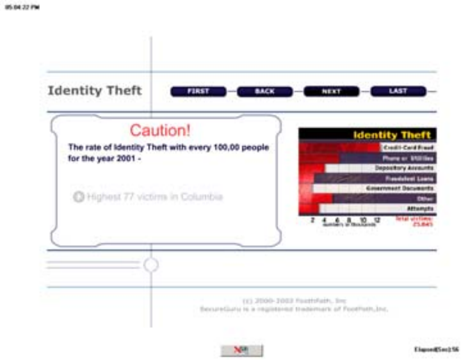
Title: Security Strategies to think about
Slides: 11



Identity Theft

Caution!

The rate of Identity Theft with every 100,00 people for the year 2001 -

Highest 77 victims in Columbia

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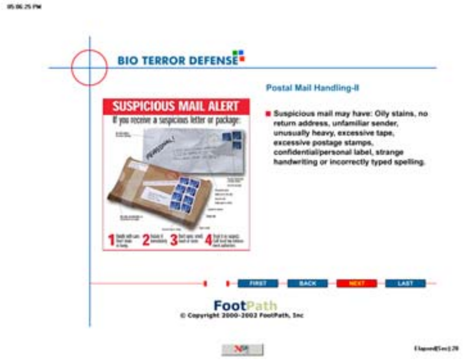
SecureGuru is a registered trademark of FootPath,Inc.

Title: Identity Theft
Slides: 10



BIO TERROR DEFENSE

Postal Mail Handling-II

- Suspicious mail may have: Oily stains, no return address, unfamiliar sender, unusually heavy, excessive tape, excessive postage stamps, confidential/personal label, strange handwriting or incorrectly typed spelling.

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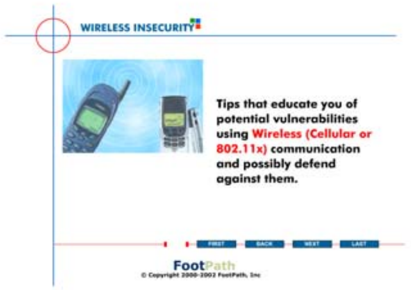
Title: Bio Terror Defense
Slides: 15



WIRELESS INSECURITY

Tips that educate you of potential vulnerabilities using Wireless (Cellular or 802.11x) communication and possibly defend against them.

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Title: Wireless Insecurity
Slides: 26