

Helping Corporations Defend Enterprise Attacks
through Security Awareness &
Desktop Security

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FootPath



The Problem Statement

- ⊕ Increasing incidents of crime & attacks (including cyber) with Potential to cause severe financial damage & loss of human life
- ⊕ Threats changing everyday - from simple thefts to complex bio-terror attacks
- ⊕ 45% of all security breaches occur from within the enterprise
- ⊕ Static security programs have failed and are expensive to implement, monitor & measure
- ⊕ Absence of Centralized means to communicate, track, prioritize threats and measure awareness level.
- ⊕ Compliance with Privacy laws (Gramm-Leach-Bliley & HIPAA)



The Consequences...

- ✘ Lack of knowledge or ignorance among Employees



Increased Potential Employer Liability

- ✘ Direct

- ✘ Indirect

- ✘ Increased Downtime

- ✘ Productivity Loss

The Solution...

Security Awareness Content must be Dynamic based on:



⊕ Threat

⊕ Severity

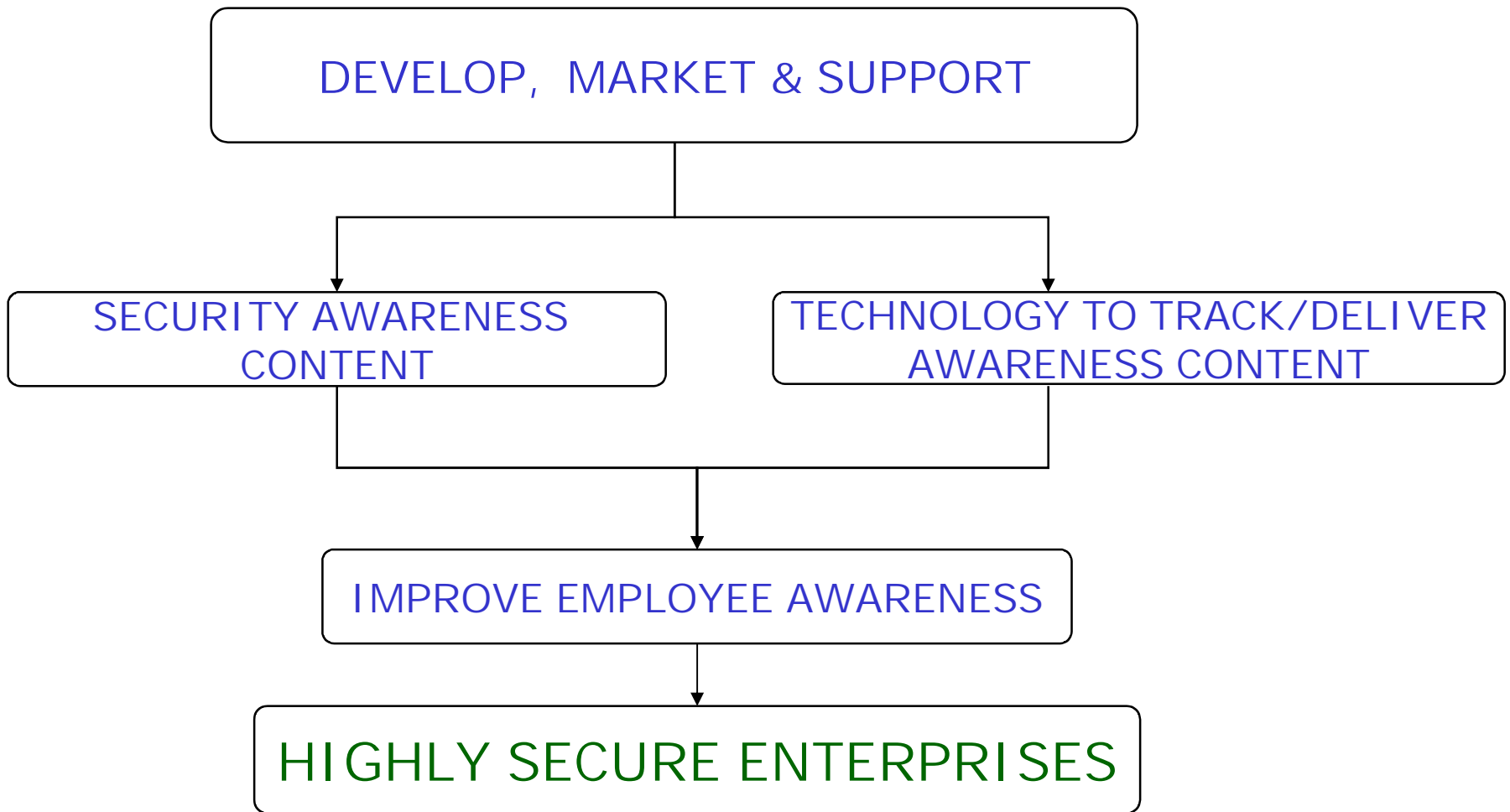
⊕ Enterprise-specific **V**ulnerability

⊕ Enterprise physical **L**ocation

⊕ Enterprise business **V**ertical



Mission

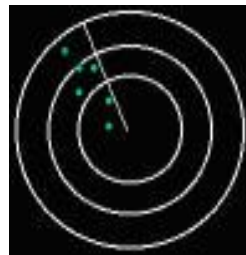


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FootPath develops the technology ...



⊕ to Communicate



⊕ Track



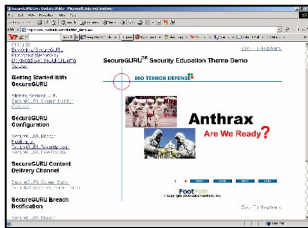
⊕ Prioritize

Security Education Content



FootPath develops ...

Security Education Content in the form of:



Flash Presentations



Screen Savers



Posters & Flyers

Intranet Content Servers



Target Markets

SecureGURU™ standard & custom solutions are applicable to:

⊕ Health Sector

- ⊕ Hospitals
- ⊕ Pharmacies
- ⊕ Health clubs & resorts

⊕ Financial Sectors

- ⊕ Banks
- ⊕ Insurance Firms
- ⊕ Auditing Firms
- ⊕ Mutual Funds

⊕ Utility Companies

- ⊕ Nuclear Power Plants
- ⊕ Electric Companies
- ⊕ Telephone Companies

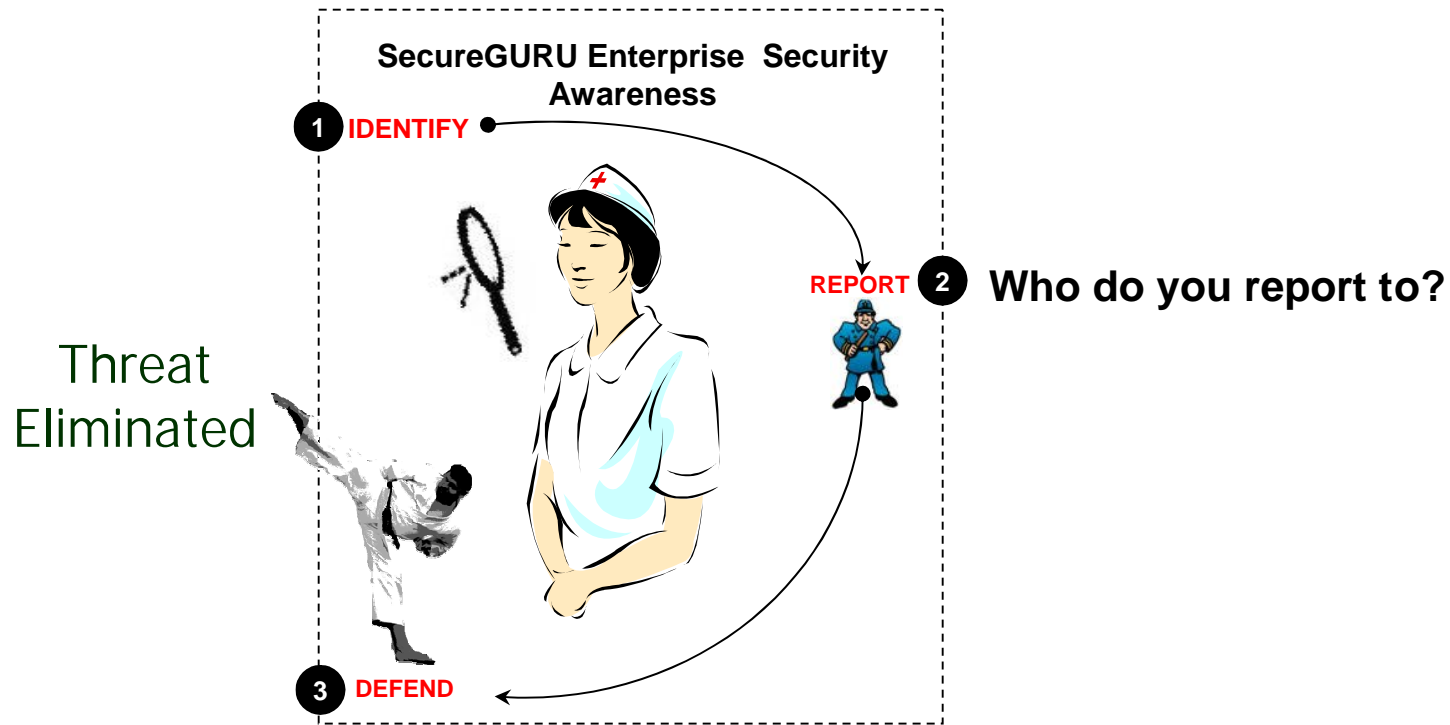
⊕ Defense companies & Contractors

⊕ Pharmaceutical Companies

SecureGURU™ Concept...

Is your staff capable enough to handle a threat?

How does one positively identify a threat?



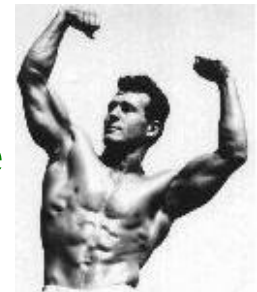
ROI Realization- Tangible & Intangible

Reduced Corporate Thefts & Damages



Increased Employee Confidence

Stronger Infrastructure



Increased Productivity

SecureGURU™ Security Education Content...

SecureGURU™ Education Themes

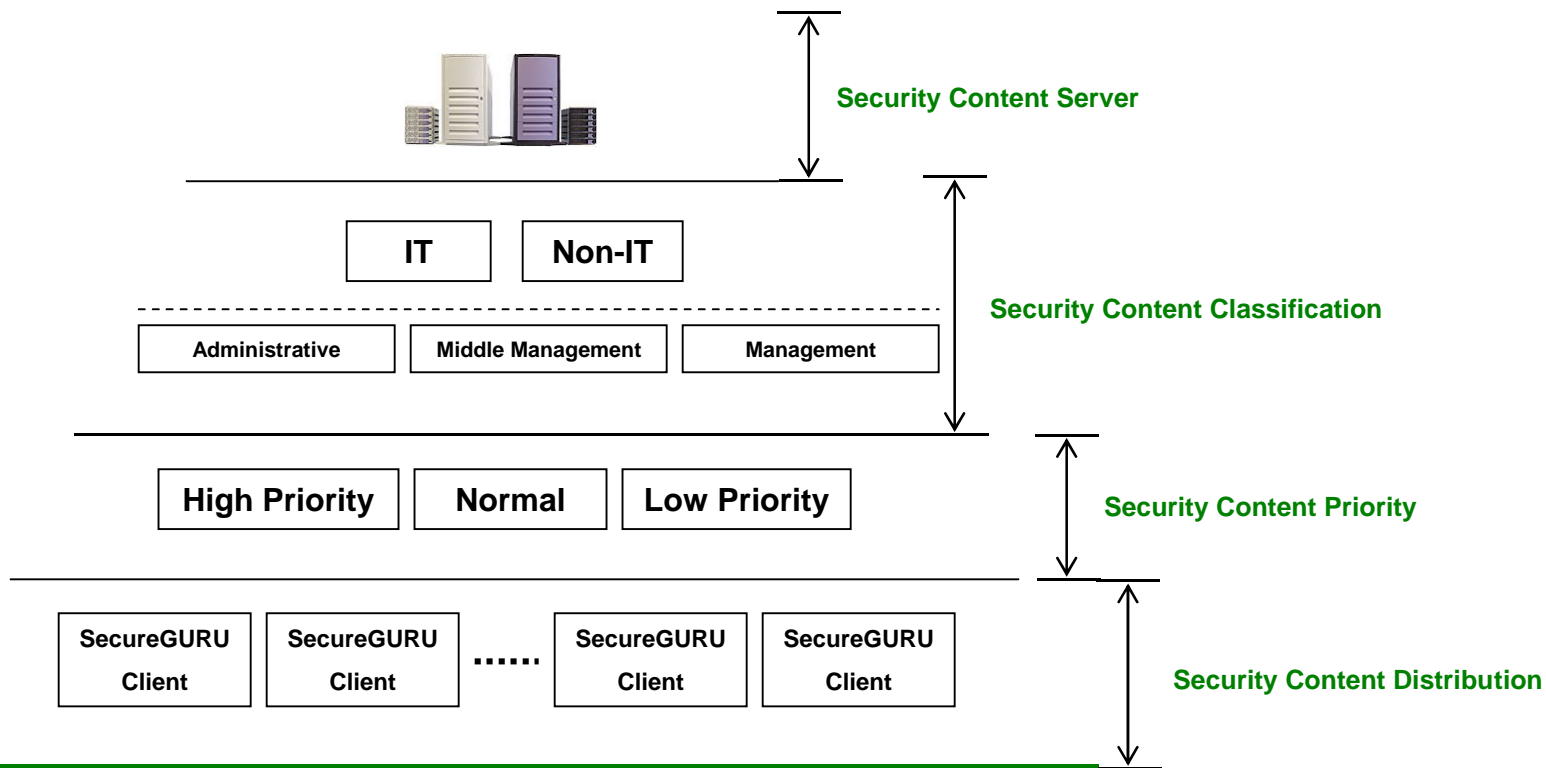
- ⊕ Identity Theft
- ⊕ Information Theft
- ⊕ Privacy Protection
- ⊕ Desktop Security
- ⊕ Virus & Worms Education
- ⊕ Social Attacks & Defense
- ⊕ Bio-terror Defense
- ⊕ Work Place Theft Prevention
- ⊕ PDA/Laptop Security
- ⊕ Wireless Security
- ⊕ HIPAA (*scheduled 02/2003*)

SecureGURU™ Education Compliance

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

At least 5 new Education Themes released every month, downloadable via SecureGURU Live Update

Enterprise Based Content Distribution



Result: Effective Education across all levels of an Enterprise

SecureGURU™ LiveUpdate Architecture...

Dynamic Content Delivery - Demand based PULL

Internet/Intranet Content Server



Dynamic Content Update

Demand based Request



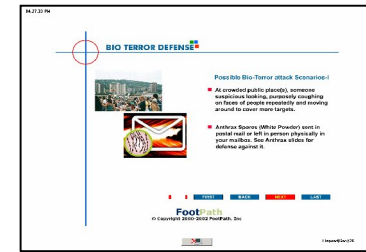
SecureGURU Live Update

SecureGURU Client

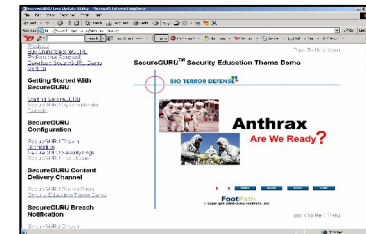


Advantages of SecureGURU Architecture

- ✦ Minimal use of Internet bandwidth
- ✦ Reduced or no Intranet Traffic
- ✦ Offline Tracking with no load on network resources
- ✦ Lesser Connection time
- ✦ Least CPU Utilization
- ✦ Scheduled Content Delivery – Live Update



Screen Savers



SecureGURU Online

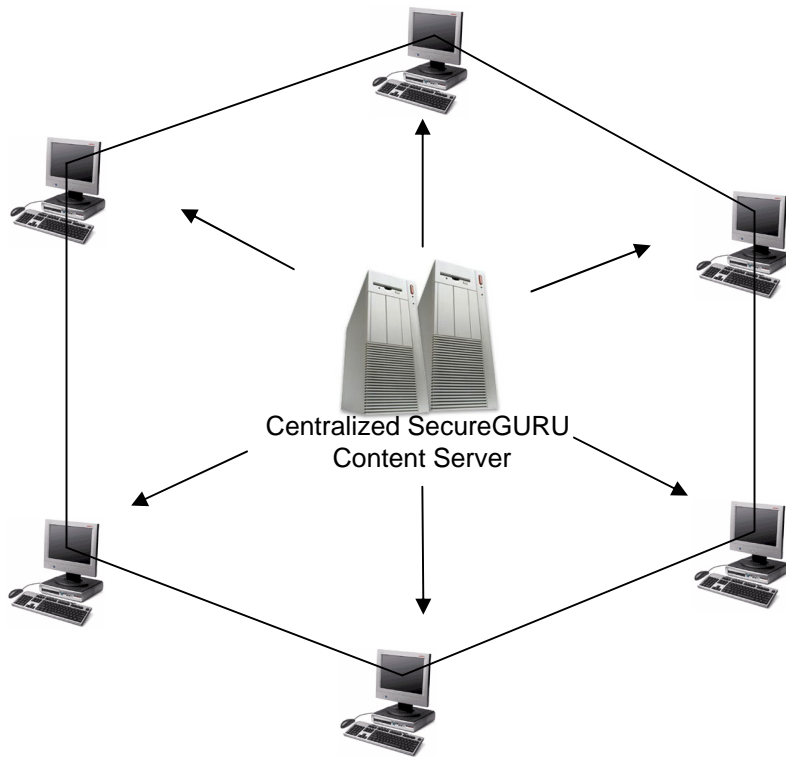


SecureGURU Advisor

Tracking of Viewership

*Communicating "Urgent Threat Alerts" – Server PUSH Technology

Dynamic Push-based Threat Alert



SecureGURU Clients on Corporate LAN

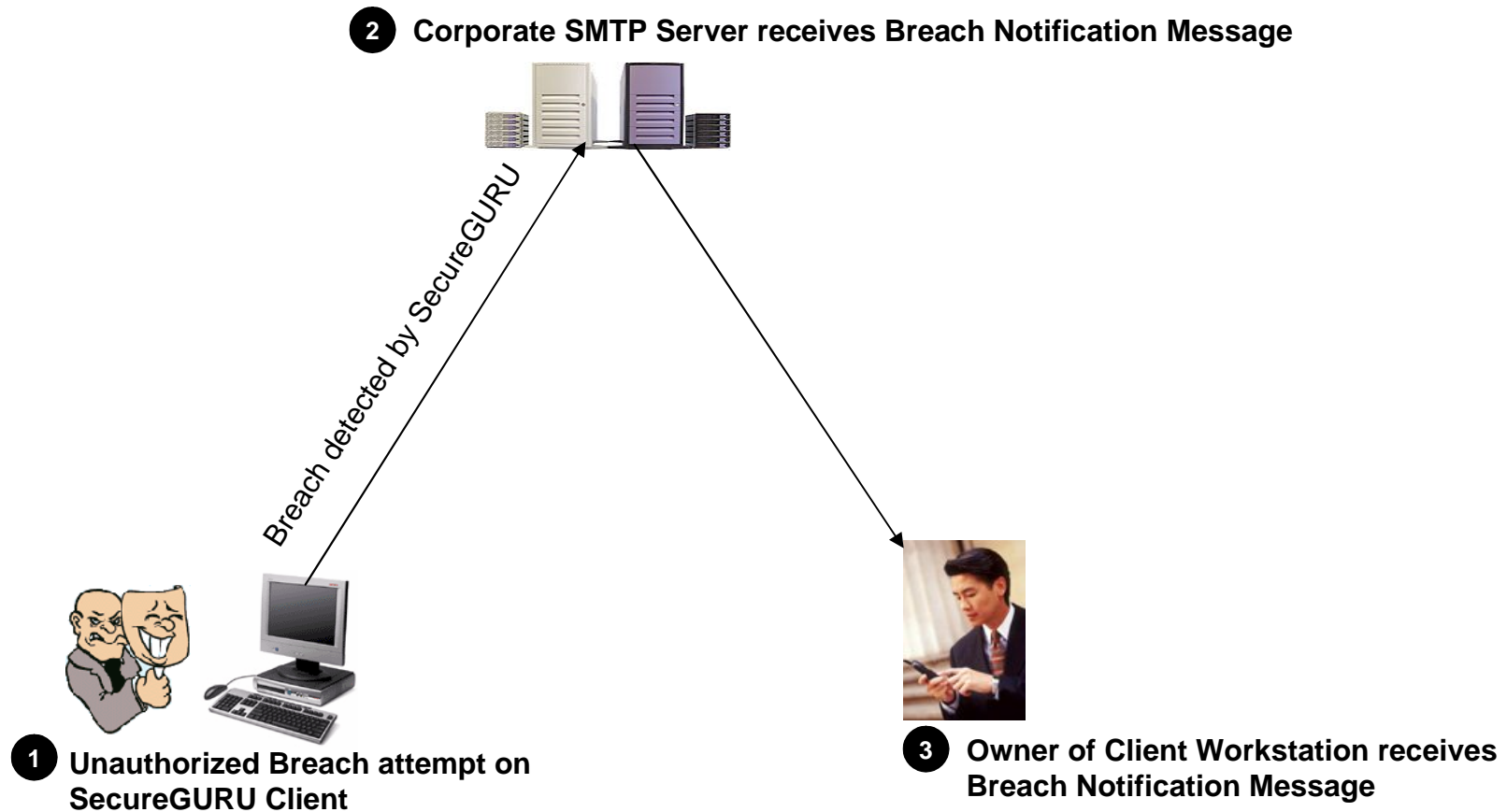
What are Urgent Threat Alerts?!

- ⊕ Fire/Natural Calamity
- ⊕ Emergency/War Evacuation
- ⊕ Bio-Hazards Emergency
- ⊕ Internet Virus Spread
- ⊕ Cybercrime Warning
- ⊕ Cyber Terrorism Warning

*SecureGURU Version 3.0 & future releases only

SecureGURU™ Desktop Security

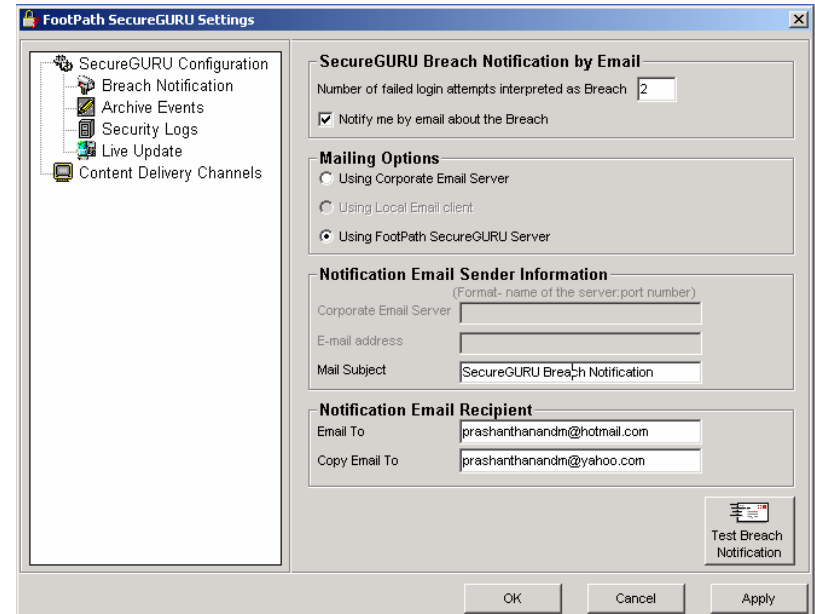
How Breach Notification System works?



Desktop Security and more...

SecureGURU™ Features

- ✦ Capture/Log Breach Info. to log files
- ✦ Automatic/Configurable facility to backup log files on:
 - ✦ Local Machine
 - ✦ Intranet
- ✦ Automatic Event Log Backup, Clearing and Notification System
- ✦ Automatic Live Update Scheduling



SecureGURU Configuration Panel

What FootPath offers...

- ⊕ SecureGURU Security Awareness Server, Clients, LiveUpdate
- ⊕ SecureGURU Awareness Content as Flash Presentations, Screen Savers, or SecureGURU Intranet Servers
- ⊕ Customized Awareness Content Development for client's business
- ⊕ Customized Awareness Training Seminars
- ⊕ Awareness Posters
- ⊕ Awareness Flyers



Complete Solutions For
Successful Enterprise Security Awareness.

1-866-FootPath

www.footpath.com