Cybersecurity Awareness Month

Protect Your Business with Point Alliance

Solutions for **Success**

POINT ALLIANCE

Presentation Overview

- About Point Alliance
- Recent Cyber Attacks
- Importance of Cybersecurity
- Why Microsoft Cloud?
- The Three Pillars of Cybersecurity
- Staying Secure at Work and Home: Best Practices for All
- Assessment Offerings
- Next Steps

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Microsoft 365 CERTIFIED
FUNDAMENTALS

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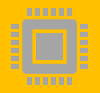
Point Alliance

- Microsoft Solutions Partner w/**Security** & **Modern Work** Designations
- Microsoft Gold Partner with **11 Competencies** (legacy)
- **100%** Microsoft Certified Team
- pointalliance.com/companyprofile

Every year the number of attacks increases, and adversaries develop new methods of evading detection.

Increase in Cyberattacks: In 2023, there were 2,365 cyberattacks, affecting over 343 million victims



Evolving Threats: Cyber adversaries are increasingly using sophisticated techniques like advanced phishing campaigns and deepfakes

Email as a Common Vector: Around 35% of malware was delivered via email in 2023, making it the most common vector for malware

Cost of Data Breaches: The average cost of a data breach worldwide was $4.88 million in 2024

Why Companies with Security Concerns Should Choose Microsoft Cloud?

Comprehensive Security Features

Antiphishing, Antispam, and Antimalware: Built-in protection against common threats

Advanced Threat Protection**: Real-time threat detection and response capabilities

Data Protection and Compliance:

Encryption: Protects data both in transit and at rest

Data Loss Prevention (DLP): Prevents accidental sharing of sensitive information

Compliance Manager: Helps manage and meet regulatory requirements

Seamless Integration:

Unified Management: Centralized management of security policies and configurations

Integration with Microsoft 365 Apps: Enhances productivity while maintaining security

Scalability and Flexibility:

Supports Both SMBs and Enterprises: Tailored solutions for businesses of all sizes

BYOD Support: Securely manage both corporate and personal devices

Proactive Security Measures:

Regular Security Updates: Continuous improvements and updates to security features

AI and Machine Learning: Utilizes advanced technologies to detect and mitigate threats

65 trillion
signals synthesized

That is over 750 million signals per second, synthesized using sophisticated data analytics an AI algorithms to understand and protect against digital threats and criminal cyberactivity.

10,000+
security and threat intelligence experts

10,000+ engineers, researchers, data scientists, cybersecurity experts, threat hunters, geopolitical analysts, investigators, and frontline responders across the globe.

4,000
attacks blocked per second

4,000 identity authentication threats blocked per second.

15,000+
partners

15,000 + partners with specialized solutions in our security ecosystem, who increase cyber resilience for our customers.

300+
threat actors tracked

Microsoft Threat Intelligence has grown to track more than 300 unique threat actors, including 160 nation-state actors, 50 ransomware groups, and hundreds of others.

100,000+
domains removed

100,000+ domains utilized by cybercriminals, including over 600 employed by nation-state threat actors, have been removed (all time).

135 million
managed devices

135 million managed devices providing security and threat landscape insights.

Microsoft Bragging Right…

- Microsoft recognized for seventh year in Access Management
- The Forrester Wave™: Endpoint Security, Q4 2023
- Gartner® Magic Quadrant™ for Endpoint Protection Platforms
- The Forrester Wave™: Zero Trust Platform Providers
- Industry-leading managed detection and response
- Ranked #1 for 2022 market share in corporate endpoint security

The Three Pillars of Cybersecurity: Technology, Processes and People

An *effective* cybersecurity program includes **technology** solutions, **processes**, and **people** that *together* reduce the risk of business disruption, financial loss, and reputational damage from an attack.

Technology

Intune and Endpoint Management: Point Alliance helps you leverage Microsoft Intune to manage and secure all your endpoints (laptops, mobile devices, etc.). This ensures that devices accessing your network are compliant with security policies and reduces the risk of data breaches.

Cost-Effective Security Solutions: We implement essential security tools like firewalls, antivirus software, and spam filters designed for SMBs to protect your business without excessive cost.

Multi-Factor Authentication (MFA) Setup: We simplify the deployment of MFA across your key systems, adding an extra layer of security without disrupting daily operations.

Data Backup and Recovery: Our team sets up automated, secure backup solutions that protect your critical data both on-premises and in the cloud.

Continuous Monitoring and Alerts: Point Alliance offers affordable endpoint monitoring tools that provide real-time alerts for suspicious activity, enabling quick, proactive action.

Processes

Incident Response Planning: Point Alliance will collaborate with you to create a streamlined incident response plan, ensuring rapid action and minimal disruption in case of an attack.

01

Policy Audits and Updates: We regularly audit and update your security policies, making sure they align with industry standards and regulatory compliance.

02

Affordable Risk Assessments: We provide risk assessments that fit your budget, helping you identify and mitigate vulnerabilities in your business.

03

Patch Management Services: Our managed patching services keep your software and systems up to date, reducing exposure to known vulnerabilities.

People

Tailored Employee Training: Point Alliance offers customized cybersecurity training programs for SMBs, ensuring employees understand threats and adopt best practices without complexity.

Access Control Solutions: We help set up role-based access controls, ensuring employees only have access to the systems and data relevant to their roles.

Promoting a Security-First Culture: Our team helps foster a security-conscious environment, with clear protocols and easy reporting mechanisms for suspicious activity.

Staying Secure at Work and Home: Best Practices for All

The Threat Landscape

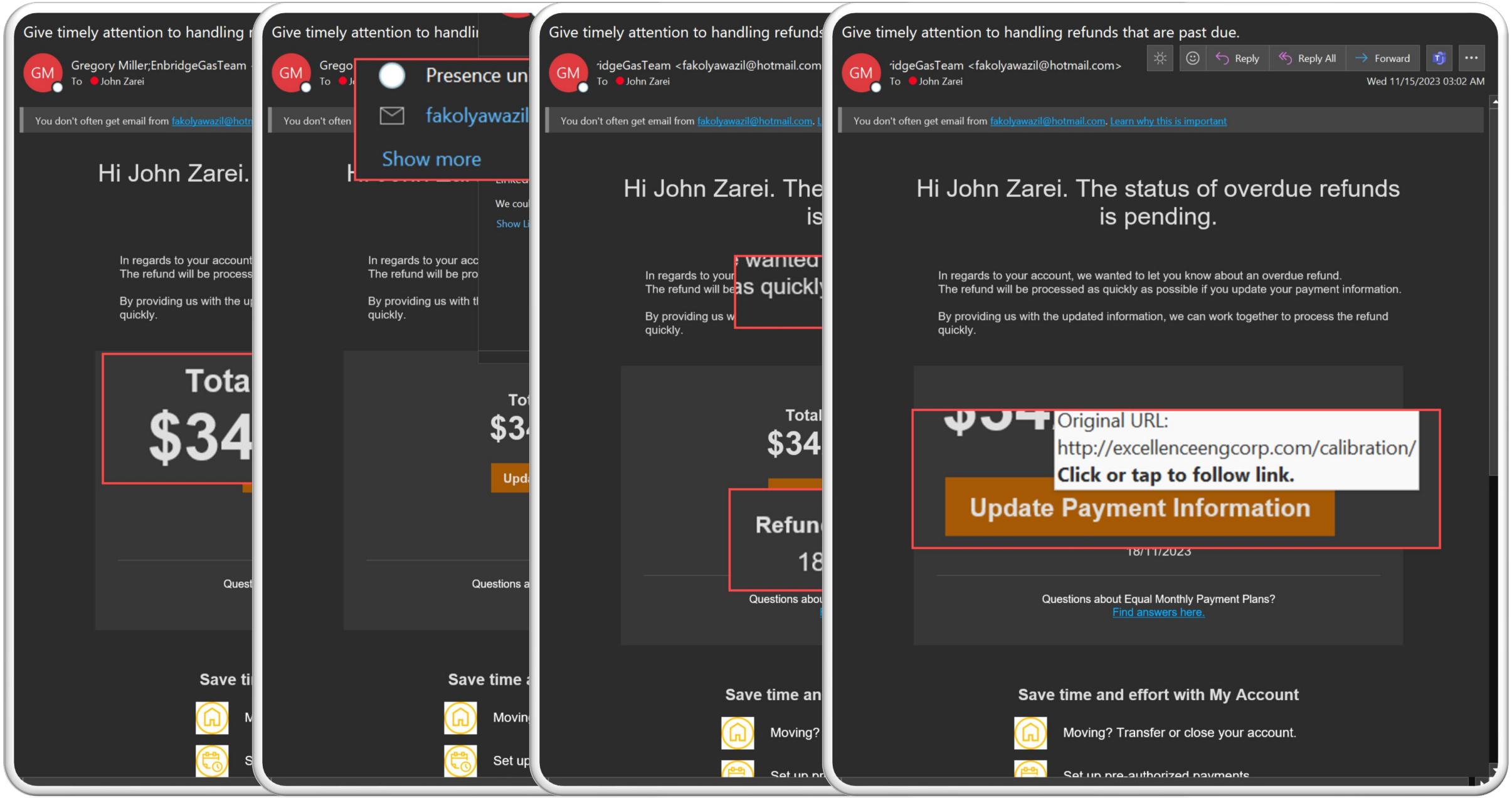
DIGITAL

IN-PERSON

PHONE

Common Traits of Phishing

- Asking for Personal Info.
- Inconsistencies in Links
- Unrealistic Threats
- Generic Greetings
- A Sense of Urgency
- You're Asked to Send Money
- Too Good to be True
- Poor Spelling & Grammer
- Suspicious Attachments
- From Government Agency

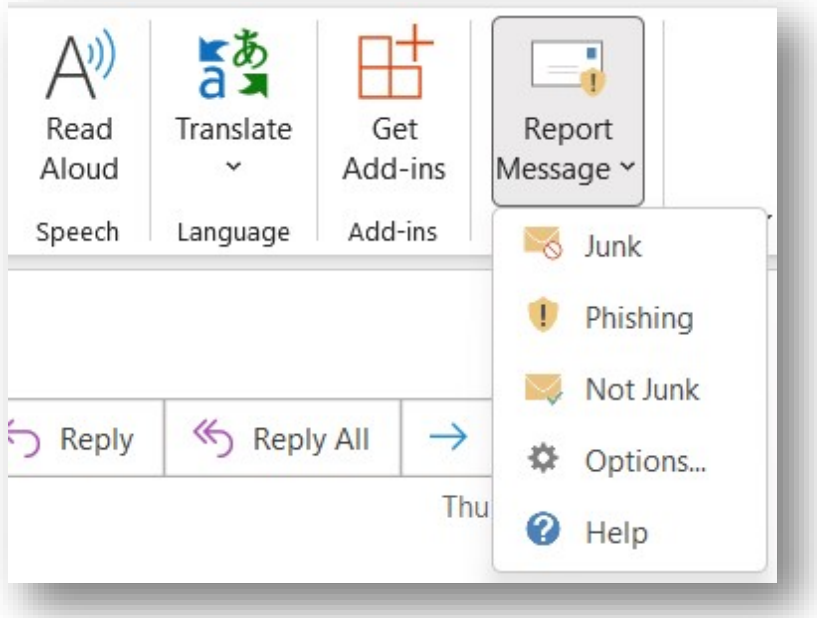

Give timely attention to handling refunds that are past due.
GM
Gregory Miller;EnbridgeGasTeam
To John Zarei
Reply
Reply All
Forward
Wed 11/15/2023 03:02 AM
You don't often get email from fakolyawazil@hotmail.com. Learn why this is important
Hi John Zarei. The status of overdue refunds is pending.
In regards to your account, we wanted to let you know about an overdue refund.
The refund will be processed as quickly as possible if you update your payment information.
By providing us with the updated information, we can work together to process the refund quickly.
Original URL:
http://excellenceengcorp.com/calibration/
Click or tap to follow link.
Update Payment Information
Questions about Equal Monthly Payment Plans?
Find answers here.
Save time and effort with My Account
Moving? Transfer or close your account.
Set up pre-authorized payments
Presence un
fakolyawazil
Show more
Hi John Zarei.
Save time
Moving
Set up
Save time an
Moving?

Use the Outlook Report Message

Report suspicious messages to Microsoft as well as manage how your Microsoft 365 email account treats these messages.

Messages that your Microsoft 365 email account marks as junk are automatically moved to your Junk Email folder.

If you choose Junk, Phishing, or Not Junk, you'll have the option to send a copy of the message to Microsoft, along with your classification of the message.



Securing the sign-in process

One of the most important ways to ensure the safety of your online accounts is to keep your sign-in process secure.

Create strong passwords

Keep passwords secure

Create strong passwords

Hackers don't break in; they sign-in. If you use passwords as part of your sign-in process, you'll need to make sure they are as strong as possible.

Strong passwords are:

- At least 12 characters long (but 14 or more is better)
- A combination of uppercase letters, lowercase letters, numbers, and symbols
- Not a word that can be found in a dictionary or the name of a person, character, product, or organization
- Significantly different from your previous passwords
- Easy for you to remember but difficult for others to guess

EN FAQ

Mydogisbobby

Time for a password change!

- Your password is easily crackable.
  - ⚠ Frequently used words
- Your password does not appear in any databases of leaked passwords

This password can be cracked faster than the time it takes to get back from a short walk

EN FAQ

Mydogisbobbyfromtoronto

Nice password!

- Your password is hack-resistant.
- Your password does not appear in any databases of leaked passwords

Your password will be bruteforced with an average home computer in approximately...

3225 centuries

EN FAQ

Mydogisbobbyfromtoronto2023!!

Nice password!

- Your password is hack-resistant.
- Your password does not appear in any databases of leaked passwords

Your password will be bruteforced with an average home computer in approximately...

10000+ centuries

Keep passwords secure

Once you've created strong passwords that hackers can't crack, you must keep them secure. If they can't break your passwords, criminals will try to trick you into revealing them.

To keep your passwords as safe as possible, follow these guidelines:

- ✓Don't share a password with anyone—not even a friend or family member
- ✓Never send a password by email, instant message, or any other means of communication that is not reliably secure
- ✓Never re-use the same password—all your passwords should be unique
- ✓Always access websites using trusted links
- ✓Don't hesitate to change passwords immediately on accounts you suspect may have been compromised

Tell-tale signs of a Tech support scam

You get an unexpected call from someone claiming to be tech support (Be aware! Some scammers have tools to generate fake Caller IDs).

You get an error message asking you to call a number urgently.

Your tech support contact asks you to pay them to fix your “problems” with cryptocurrency or gift cards.

Your support technician asks you to download software from an email or third-party website.

Tech support asks you for your password or other private, sensitive data.

Working more securely while travelling

There's a lot of good advice out there about picking a space that's ergonomically comfortable, and where you can minimize distraction, **but there are some security considerations as well**.

Working more securely while travelling

Pick a space that's private. Select a place where people can't "shoulder surf"; look over your shoulder at what's on your screen.

If you're having conference calls or video meetings, be aware of whether other people might be able to eavesdrop, even inadvertently. Even if (sometimes especially if) you're wearing headphones. Other people may still be able to hear your voice when you speak.

Don't allow others to use your work devices. If you have to walk away from your device, lock your device to prevent others from seeing what you're working on. Press Windows logo key + L on a Windows device, to quickly lock your screen.

Only use encrypted Wi-Fi for business. Wi-Fi encrypted with WPA-2 is more secure than Wi-Fi that is open for all to access.

Avoid using free charging stations in airports, hotels or shopping centers. Bad actors have figured out ways to use public USB ports to introduce malware and monitoring software onto devices. Carry your own charger and USB cord and use an electrical outlet instead.

Assessment Offerings

Microsoft 365 Security Assessment

Microsoft 365 Copilot Readiness Assessment

Microsoft 365 Tenant Assessment

Next Steps

- Microsoft 365 Tenant Security Review & Risk Assessment
- User Access Security & Privileged Access Management
- Data Security Audit & Insights
- Multi-platform Device Management Strategy
- Licensing Utilization Optimization
- Cloud Backup Strategy for Data Protection & Recovery
- Staff Cybersecurity Training & Awareness Planning

Resources

- 1ty.me - One Time Self Destructing Links For Sharing Sensitive Information
- Norton Password Generator
- CYBER.ORG - Test the Strength of Your Passwords
- Have I Been Pwned: Check if your email has been compromised in a data breach

Questions?