SPCINTERNATIONAL
THE IT BUSINESS BUILDER
ONLINE

Evolving Threats and The Ransomware Crisis

Your Presenter

Erick Simpson

Vice President & CIO, SPC International Online

A strategic IT business transformation specialist experienced in improving top and bottom-line business performance by increasing operational efficiencies, boosting marketing and lead generation outcomes, accelerating sales velocity, shortening sales cycles and maximizing service efficiencies.

Over 30 years of experience in the IT industry as an Enterprise CIO, MSP, and Business Process Improvement Expert with hundreds of successful IT Solution Provider, MSP and Cloud practice business improvement consulting engagement outcomes, Erick has worked with numerous clients on both the buy and sell side of the M&A process.

A highly sought-after IT, Cloud and Managed Services expert, author and speaker, Erick has authored 40 best practice guides and 4 best-selling books including "The Guide to a Successful Managed Services Practice", “The Best I.T. Sales & Marketing BOOK EVER!”, “The Best I.T. Service Delivery BOOK EVER!” and “The Best NOC and Service Desk Operations BOOK EVER!”.

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IT, MSP and Cloud Business Improvement Expert

- IT Business Improvement Specialist focused on people, process and product
- Experienced buy- and sell-side M&A consultant
- Certified Behavioral Specialist
- IT Solution, Managed Services and Cloud sales optimization and QBR improvement specialist
- Expert IT Solution and Service tiering, packaging, bundling and pricing strategist
- NOC/Service Desk and Dispatch Incident Management Workflow specialist
- Skilled in CRM, PSA and RMM configuration, integration, reporting and analysis
- Project Management specialist
- Skilled Virtual/Interim IT Solution Provider CIO and COO

Speaker Spotlight

Mike Murphy

Global Integrated Marketing, Trend Micro

Mike is a proven results-oriented business and technical leader with an extensive background in partner/customer business development, execution of marketing programs and solution sales. He excels in developing and implementing channel strategies and programs that consistently result in opening profitable new market segments that increase sales, improve profits and extend market penetration. Mike's specialties include channel marketing, sales, program/project management, business strategy, leadership, drive for results, communication, cross-group collaboration, decision making, influencing others, dealing with ambiguity, computer software, relationship building and contract negotiation.

Mike Murphy
MCSE

Global Integrated Marketing
Trend Micro
www.trendmicro.com

- **Over 20 years experience in the IT Industry**
- **MCSE, CCNA, CNE**
- **Microsoft TS2 Founding Member**
- **Microsoft Across America Trucks**
- **Microsoft Community Connections**

Framing today's conversation

Speaker Spotlight

Wendy Moore

Director, Solutions Marketing User Protection, Trend Micro

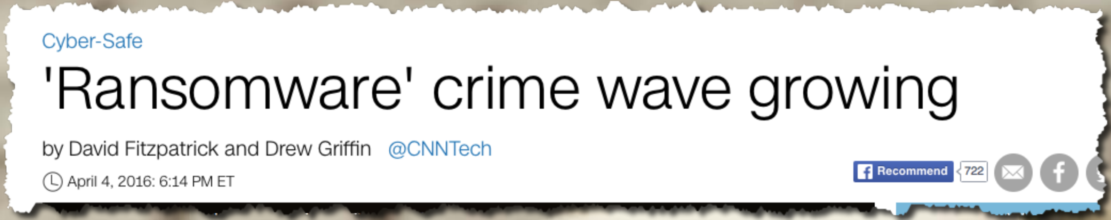
Wendy Moore, Director, Solutions Marketing User Protection
Bio: Wendy Moore-Bayley is Director, Solutions Marketing for Trend Micro's User Protection. She has been with Trend Micro for over 2 years and has 20 years experience developing go to market strategies for B2B security and unified communications solutions. Prior to joining Trend Micro, Wendy has held market and product strategy positions at Mitel, Certicom and Alcatel. She holds a Bachelor of Science and MBA from McMaster University.

Say **NO** to ransomware.

Over 100 Million Threats Blocked and Counting

Wendy Moore
Director, Solutions Marketing

TREND MICRO™

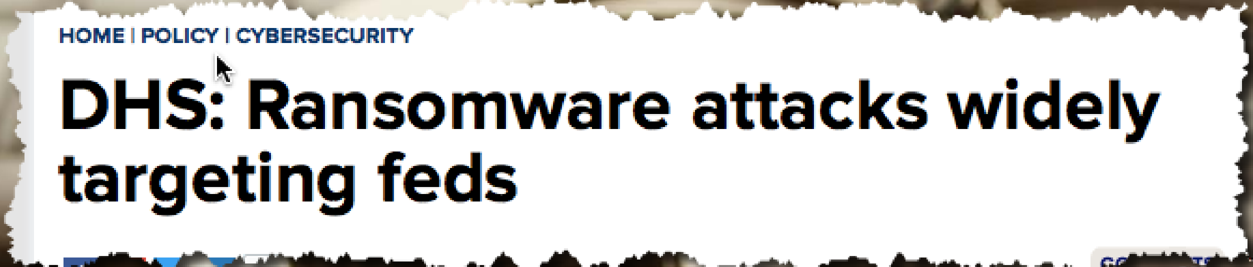


Cyber-Safe

'Ransomware' crime wave growing

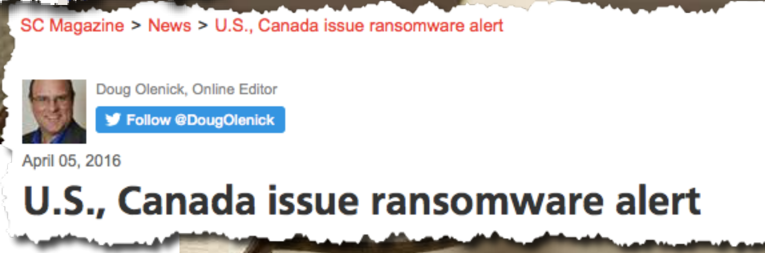
by David Fitzpatrick and Drew Griffin @CNNTech

April 4, 2016: 6:14 PM ET



HOME | POLICY | CYBERSECURITY

DHS: Ransomware attacks widely targeting feds

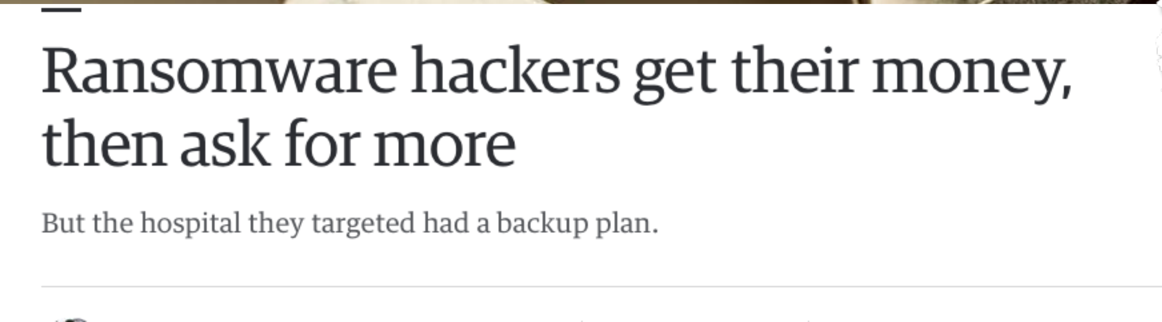


SC Magazine > News > U.S., Canada issue ransomware alert

Doug Olenick, Online Editor

April 05, 2016

U.S., Canada issue ransomware alert



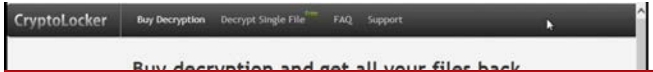
Ransomware hackers get their money, then ask for more

But the hospital they targeted had a backup plan.

Two Types of Ransomware

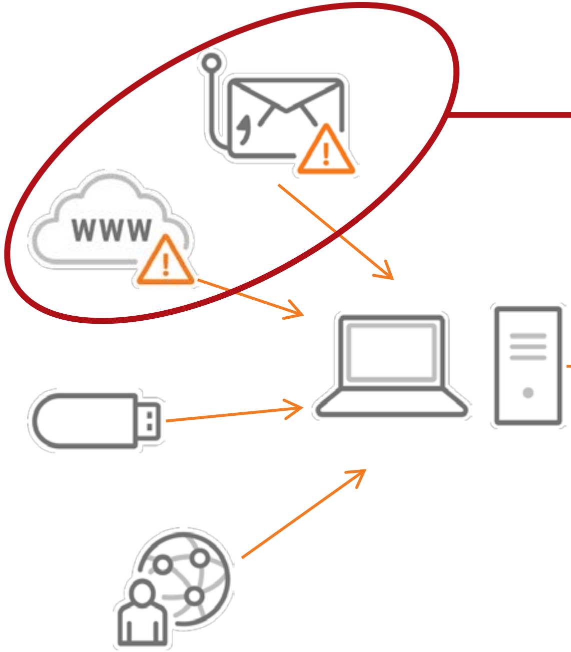
How it Works

Ransom Note



Buy decryption and get all your files back

Trend Micro research has found 99% of ransomware in email and web traffic



Multiple Attack Vectors

Data Encrypted

Pay Ransom
Data Decrypted – ??

OR

Restore from Backup

Ransomware Disrupts Your Business

- Halts productivity and service delivery
- Loss of data on customers and core competencies hurts competitiveness
- Damage to your brand and reputation
- Legal and regulatory implications

Fundamental Best Practices

… Necessary But Not Sufficient

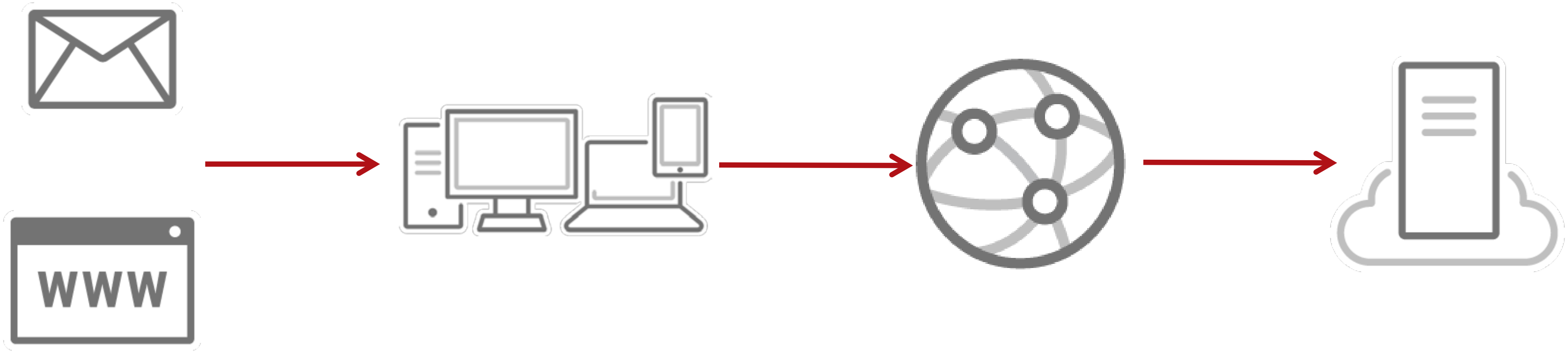
Back-up and Restore
Automated: 3 copies, 2 formats, 1 air-gapped from network

Access Control
Limit access to business critical data

Keep Current with Patching
Minimize exploits of vulnerabilities

Employee Education on Phishing
Awareness, best practices, simulation testing

Four Layers of Protection



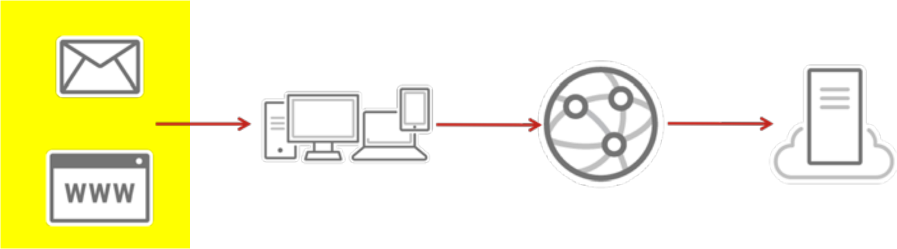
1 Email and Web Gateway

2 Endpoint

3 Network

4 Server

Email and Web Protection



Block ransomware at the email and web gateway before it gets to your users. Don’t forget cloud-based email like Microsoft Office 365.

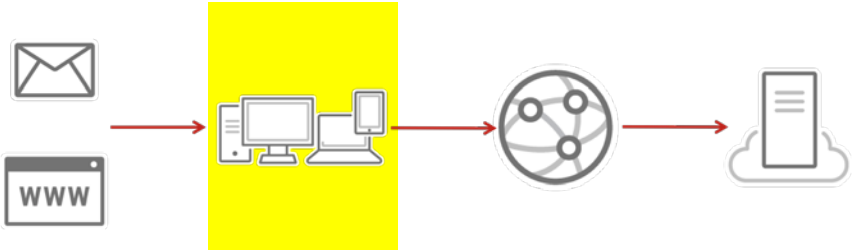
Spear Phishing Protection
Identify and block emails which spur users to action that will deliver ransomware

Web Reputation
Block access to know malicious urls

Malware Scanning
Scan for ransomware in emails, attachments and downloads

Sandbox Attachments and URLs
Detect and stop malicious URLs, document exploits, macros and scripts

Endpoint Protection



Next-gen endpoint protection to detect and block ransomware that makes it to the endpoint.

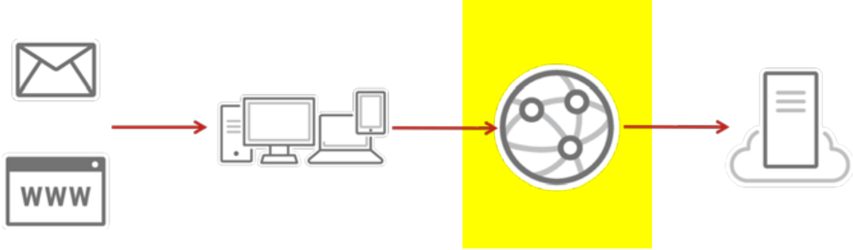
Ransomware Behavior Monitoring
Detect and stop unauthorized encryption of multiple files

Application Control
Allow only know good applications to run

Vulnerability Shielding
Virtually patche endpoint software until it can be patched, shielding endpoints against vulnerability exploits

Lateral Movement Detection
IDS/IPS rules detect and block lateral movement of attackers

Network Protection



Detect and block ransomware from spreading on your network via unmanaged devices or other attack methods like island hopping.

Network Monitoring

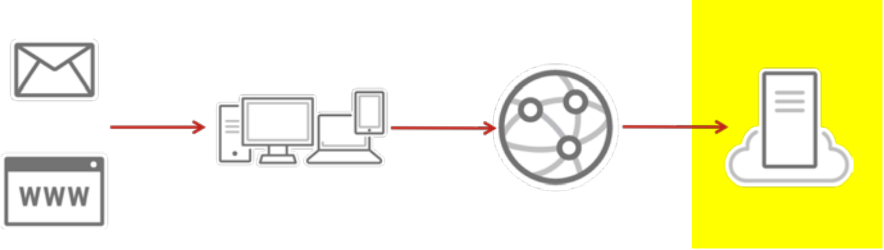
Monitor all network ports and protocols:

- pattern and reputation analysis and script emulation
- zero-day exploits and command and control traffic

Custom Sandbox Analysis

Detect mass file modifications, encryption behavior and modifications that are consistent with ransomware

Server Protection



Stop ransomware from impacting your most critical data on your servers, whether physical, virtual or in the cloud.

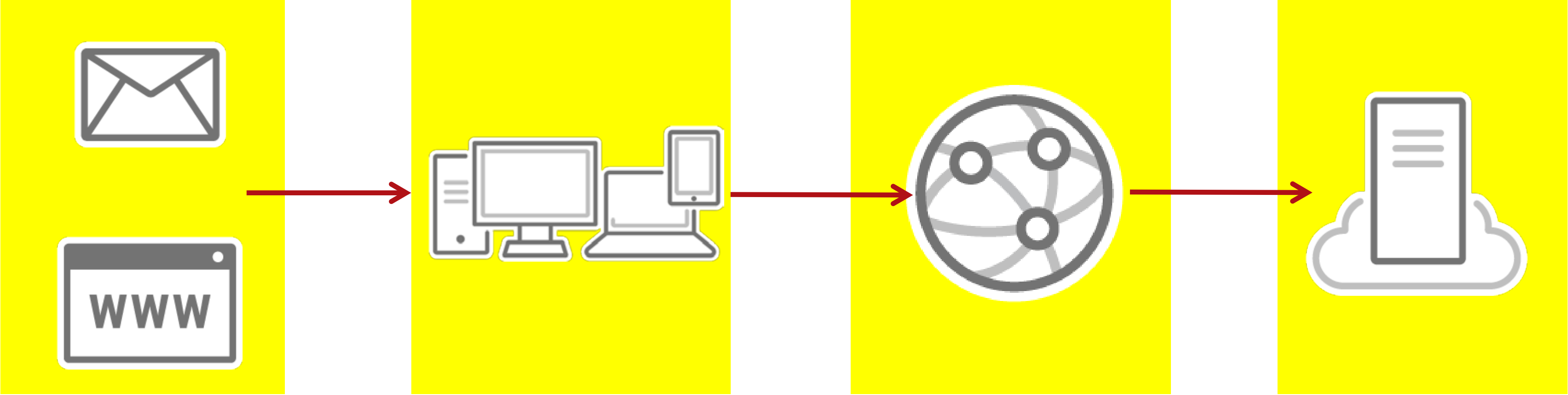
Malware Scanning
Scan for malicious software and stop it

Suspicious Action Monitoring
Detect suspicious activity on file servers related to ransomware and stops it

Vulnerability Shielding
Virtually patches server software until it can be patched, shielding servers against vulnerability exploits

C&C Traffic Detection
Detect and alert on ransomware-specific command & control traffic

Trend Micro Can Help



1 Cloud Ap

2 Smart Protect

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Deep Security

Deep Discovery Email Inspe

Centralized Visibility and Control

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For Ransomware Removal Tools and Best Practices

Visit www.trendmicro.com

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