

Online, Mobile, Network & Physical - Securing the Spectrum

Credit union security officers looking to protect all of these channels have a difficult task in front of them. They are constantly expected to do more with less and they have to cope with all of the issues inherent in dealing with internal auditors and external examiners. It seems that compliance issues are more complex every day and regulatory oversight is ever more far reaching.

As if their jobs were not difficult enough, now they must contend with social media and all of its attending compliance complications. The first step is listening - if you do not know what is being said about your credit union then you have no way of protecting your credit union's reputation. Credit union Board Members and senior managers simply cannot afford to risk their credit union's hard earned positive brand reputation. With the multitude of online - and now increasingly mobile - scammers, the damage that they can do to your credit union's brand can be quite significant.

Of course, listening alone is not enough - detection and mitigation must go hand in hand. Unfortunately, these are not easy tasks for any credit union to accomplish by themselves. At BrandProtect, our industry leading technology searches websites, blogs, forums and social media sites for relevant discussions concerning your credit union. Our Social Media Analysis and Research Tool (SMART) solution expertly prioritizes what is meaningful, relevant and important in protecting your brand. Then our specialists are on call to help you respond to any identified issues, and for emergencies you can reach a support specialist 24/7 using our emergency hotline.

Essentially we can cover everything outside the firewall for your credit union for one low monthly price. Through one Web portal, credit unions can keep an eye on social media, mobile apps (including the Big 4: Apple, Android, BlackBerry and Microsoft), phishing attempts, website takeovers, domain registrations, typo-squatting, text and document tracking, and much more. This includes detailed audit trails along with associated forensics, as well as an automated Cease and Desist service. This Cease and Desist service has proven to be an extremely cost effective way to remove the vast majority of threats discovered online.

When it comes to protecting their network, credit unions have an armada of security options available to them, e.g., firewalls, IDS, IPS, SIEM, NAC, vulnerability scans, risk audits, etc. Yet, when it comes to the cyber-world outside the firewall, their protection efforts are often seriously lacking. No credit union would be without surveillance cameras in their branches, now we can offer them virtual surveillance cameras for the digital world. We like to say that your bricks are well covered, and that BrandProtect is here to cover your clicks!

Some studies have shown that 75% of consumers shop for financial services online. While they may conclude their efforts in the branch, most people start online. That is why it is so critical for credit unions to make concerted efforts to protect their brands online. We make these protections easy and affordable - even credit unions under \$50M in assets can afford our services. For one low monthly rate, we monitor, manage and mitigate your clicks.

Michael Kiefer General Manager



Michael Kiefer

is a recognized network and security expert and IT and risk visionary, Mr. Kiefer brings more than 25 years of network, telephony, Internet and disaster

recovery experience to his role at BrandProtect, where he is responsible for revenue growth and building out a world-class team. Prior to joining BrandProtect, Mr. Kiefer had been involved in the development of four successful network and security technology startups. One of these ventures, SecurePipe, was acquired in 2006 by ATW Corp after he led the delivery of the company's outsourced network security solutions to over 1200 community financial institutions. Previously, he was President of AVAYA North America and directed over 25% of Cisco Systems Global Business. He regularly speaks about IS and related regulatory issues for the credit union and technology industries, among others.

Contact Info

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