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Vice President

MIDLAND TECHNOLOGIES SHARES 3 BEST PRACTICES FOR THWARTING PHISHING ATTACKS

*Leading Provider in Managed
Technology Services Teaches
Cyber Security Prevention Measures*

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Technologies, a leading managed technology services provider (MTSP), is helping small to mid-sized businesses (SMBs) thwart cyberattacks and protect their organizations from unnecessary downtime by addressing the most common tactic that cybercriminals use to attack modern workplaces; phishing. Phishing is the fraudulent practice of sending emails purporting to be from reputable companies in order to induce individuals to reveal personal information, such as passwords and credit card numbers. According to PhishMe research, “91% of the time, phishing emails are behind successful cyberattacks.”

Midland Technologies is helping businesses identify the 3 tell-tale signs behind the majority of successful phishing attacks and how mere employee awareness can eliminate the vast majority of this threat from entering an organization.

“The overwhelming majority of security breaches caused by

phishing are completely avoidable,” stated Jason Smith, Vice President of Midland Technologies. “While cybercriminals have grown more sophisticated in their approach, the average attack consists of the same key ingredients: an undereducated employee, effective bait and a temporary lapse in judgment. While we are in the business of securing an organization’s entire network and protecting them from any threats whatsoever, there are some initial steps that will safeguard a company without costing much time, energy or capital expenditure. These measures we’d like to share are extremely easy to implement and are excellent first steps in protecting a company from cybercrime.”

The first sign to look for is the sender’s name in the “From” field of the email. Cybercriminals often use misspelled email addresses, such as JohnnyStealyastuff@gmaail.com, for example, in order to deceive the receiver into thinking that the email is coming from a reputable company. At a quick glance, many recipients

won’t recognize the typo in the address field and they’ll open the email which opens them up to the bait.

The next step for employees is to hover their mouse over links, instead of clicking them without thinking about it. Lots of hackers use very long links or they hope that the recipient will just click on the link right away instead of previewing the destination by hovering above and making sure that the domains match where they expect to be directed. If the preview link looks suspicious, that’s probably because it isn’t a legitimate offer. We recommend deleting these types of emails.

The final step for employees is to look in the footer. One of the current laws around email marketing requires senders to leave a physical address within the footer of the email. This is often left-out by cybercriminals and is a very easy way to tell if the email is a phishing attempt. Furthermore, there should also be an “Unsubscribe” button at the bottom of the email, which is another step that most hackers ignore.

By simply addressing these three initial steps, SMBs can

avoid the vast majority of cyberattacks coming at their business. They are some of the simplest, yet most effective ways at minimizing risk within an organization. "If all organizations were even this educated about cyberattacks, we would see a dramatic drop in incidents," concluded Smith.

ABOUT MIDLAND TECHNOLOGIES

Midland Technologies began more than 70 years ago in 1946 as the Worldwide Marketing

Arm of Victor-Animagraph Projectors. In 1977 a communications division was formed due to a partnership with NEC America. Today, As a distributor of NEC America, for 33 years, Midland Technologies has a customer base of more than 3,000 satisfied customers that include general businesses, government agencies, Universities, colleges, hospitals, and hotels.

Midland provides a wide range of communication services including VOIP, PBX and key systems, Wide Area and

Local Area networking, computers, Computer integration, voice mail, CCIS, and video conferencing and paging systems. Our philosophy is simple, provide quality products at a fair price, backed by an average emergency response time of twenty minutes, and the best service in the industry. For more information on Midland Technologies, call (563) 326-1237 or visit www.midlandcom.com