



# PhishRod

**A Complete Suit for Phishing Readiness & Security Awareness**

# PhishRod Corporate Profile



- Leading Anti Phishing Solution Provider
- Suit of products for Phishing Readiness & Awareness Management
- Head Quartered in US, with regional presence in Middle East
- Partner Network across US, Middle East, Australia & Europe
- Customer base across Telecom, Banking, FMCG & Retail Sector
- Dedicated R&D Team “Phish-X”



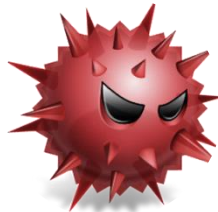
# Global Threat Landscape



**93% Attacks** on a network are a result of Successful Spear Phishing



**36% of security breaches** come from ignorant user actions




















































**80% attacks** use email & attachments as a mean to drop malwares



**90% WannaCry** victims had technology controls in place

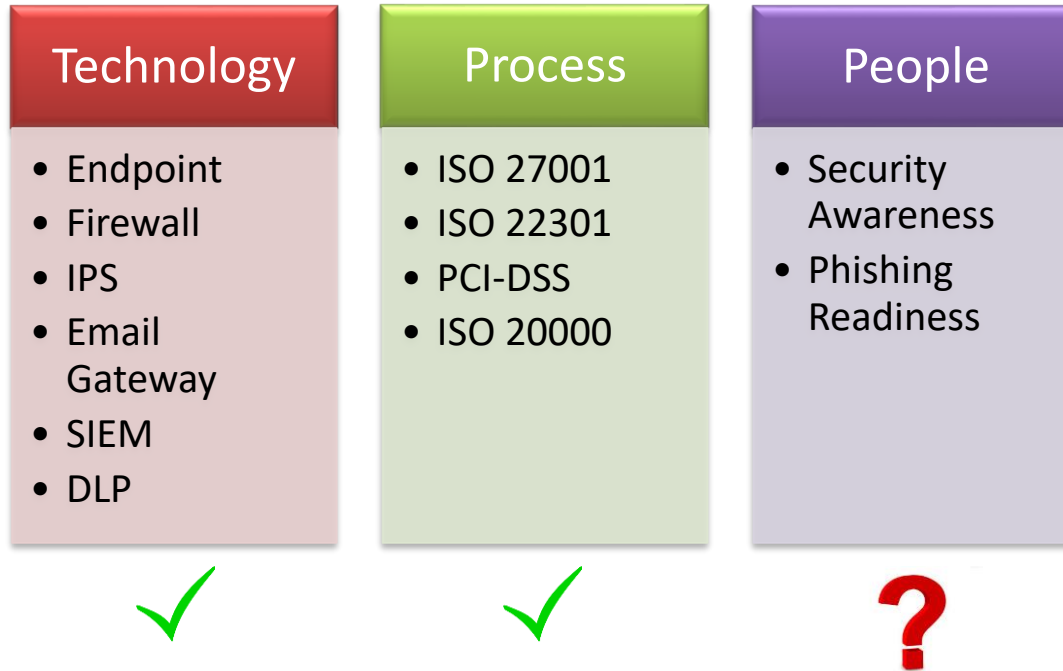
# Technology For Rescue?



| Endpoint Protection  | Firewall  | Gateway Security   | Network IPS   | Vulnerability Scanners   | Data Protection   | SIEM   |
|--|---|--|---|--|---|--|
| <br><br><br><br><br><br><br> | <br><br><br><br><br><br> | <br><br><br><br><br><br><br> | <br><br><br><br> | <br><br><br><br><br><br><br> | <br><br><br><br><br><br> | <br><br><br><br><br> |

70% of IT Security Budget is spend on Technology and We Still Remain Vulnerable

# Conventional Security Approach



# The Problem



- Phishing is fast becoming the prime technique to steal confidential data and drop malware to the systems as 93% of the phishing emails contain Ransomware.
- Prime target of Phishing are naive end users.
- Conventional ways of user awareness on Phishing/Information Security require lot of efforts and investments with no measurable metrics/KPI.



## A Complete Suit for **Phishing Readiness & Security Awareness**

# Product Overview



## PhishRod Simulator

—helps an organization to gauge the readiness of its employees against phishing attacks

## PhishRod Security Awareness Manager

—complete workflow for Security Awareness Management across the organization



# Product Overview : Simulator



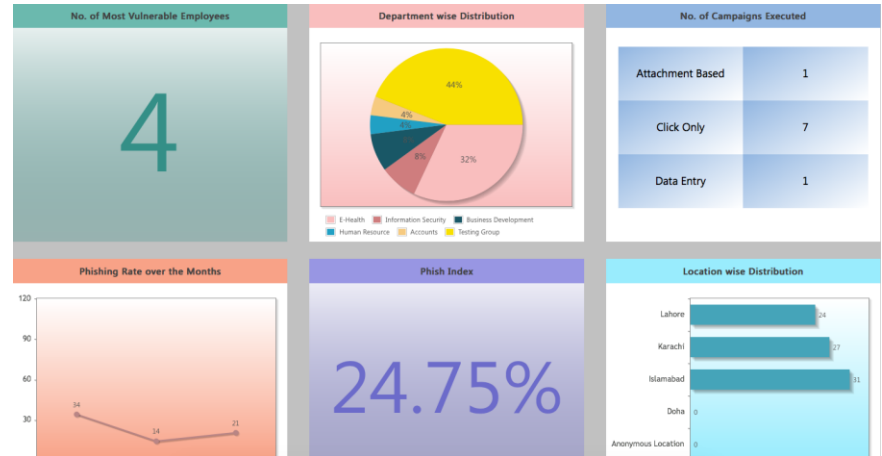
- Built-in Phishing Templates Library
- Click Only, Attachment Based, Data Entry Templates
- Ability to Import Users
- Run Phishing Simulation Campaigns
- Multilingual Support for Email Templates
- Phishing Readiness Dashboard



# Product Overview : Simulator



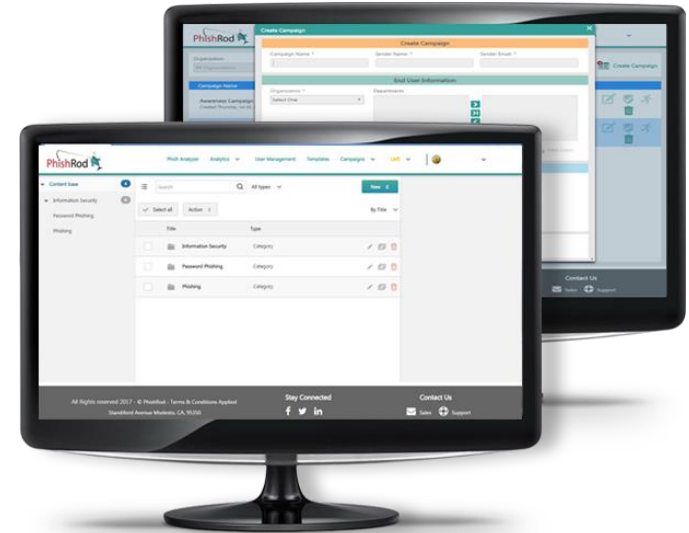
- Phish Analyzer Dashboard
  - Most Vulnerable Employees
  - Department Wise Distribution
  - Campaign Wise Distribution
  - Phishing Index
  - Location Wise Distribution
  - Quarterly Phishing Index



# Product Overview : Awareness Manager



- Built-in Security Modules
- Automated Workflow for Assignment
- Content Manager & Q/A
- LMS Features
- Module Management
- Branded Content
- Flexible Reporting Capability
- AD Integration
- Ability to add/embed Custom Modules
- Security Awareness Dashboard



# Product Overview : Awareness Modules



Understanding  
Cyber Security

Social  
Engineering

Phishing

Card Skimming

Password  
Security

Email Security

Secure Web  
Surfing

Mobile Security

Virus &  
Ransomware

Data  
Classification

Physical  
Security

Incident  
Reporting

# Product Overview : Awareness Manager



- Security Awareness Dashboard
  - Security Awareness Index
  - Awareness Dashboard
  - Campaign Status
  - Top 5 Departments
  - Location Wise
  - Module Coverage
  - Top 5 Aware Users



# Arabic Language Support



*“Strengthening the weakest link”*

## Arabic Language Templates for Phishing Simulation

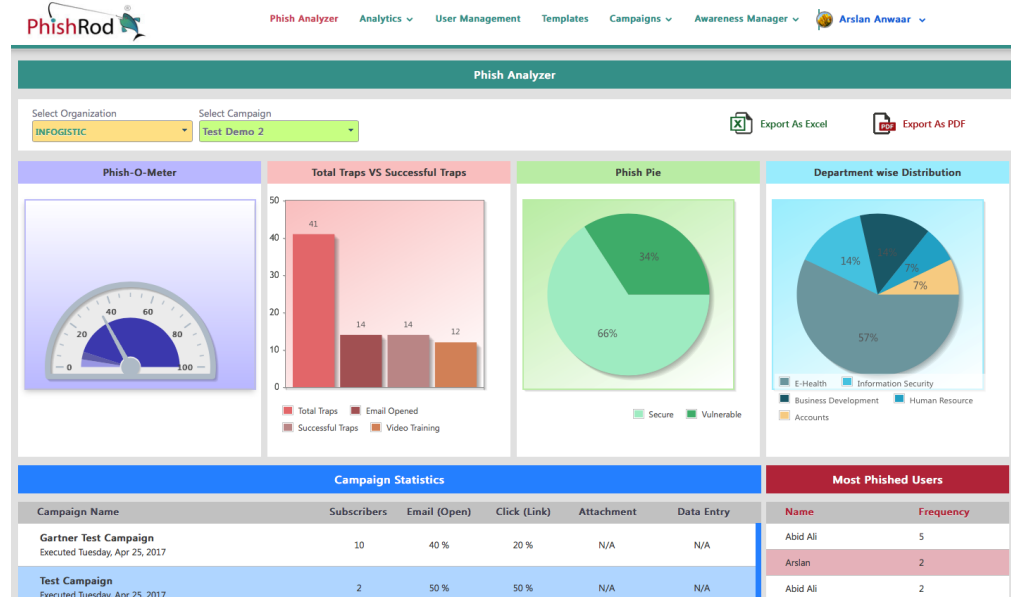


# Analytics



- PhishRod comes with powerful analytics on Phishing Readiness & Security Awareness Management

- Phishing Index
- Most Vulnerable Employees
- Department Wise
- Location Wise
- Campaign Wise
- Phishing Baseline
- Improvement over Time



# PhishRod Benefits



- Automates the Security Awareness Program & provides KPI's for security initiatives
- Helps measure employee behavior on Phishing & creates deterrence
- Provides KPI/Metrics for every campaign against Phishing Readiness
- Helps create a human firewall against the cyber attacks



# Advisory Board Members



## Jeff Billbery



- Mr. Billbery is currently President NETSOL Technologies Inc, North America besides being the Advisory Board Member at PhishRod
- He was previously Vice President, Client Partner Services at Majesco a software solutions company.
- He has over 20 years of experience creating, delivering and sustaining technology products.
- He contributes towards advising the PhishRod team on product roadmap & customer services.

## Eugen Beckert



- Eugen Beckert most recently worked at Daimler Chrysler where he served as vice present for Japanese-based DCS, as well as with Mercedes-Benz AG/Daimler Benz AG
- He also as served as CIO and director of Global IT for Debis Financial Services, a division of Daimler Benz
- He was also the CIO & director of processes & systems for Financial Services of DaimlerChrysler Asia Pacific Services.
- He received his master's degree in engineering and advises PhishRod team on product development.

# Advisory Board Members



## Alan D. Hudson



- Alan has 40+ years of experience of working with large multinationals across US, UK & ME in the area of Business Continuity & Cyber Security
- He served with Qatar Petroleum as Head of Corporate Engagement & IT Planning
- He was the Program Director for Doha Asian Games in 2006.
- Alan advises the team on cyber security challenges & end user engagements

# Management Profile



**Sajjad Kirmani,  
CEO & Co-Founder**



- Sajjad has over 28 years of experience in Information Technology with passion towards cyber security and digital healthcare.
- He is the Founder & CEO of CloudClinik, a digital healthcare platform for the emerging economies.
- He had served 14 years as an Executive Vice President & Director at NetSol Technologies Inc (NASDAQ: NTWK).
- His contributions towards Information Technology earned him the title of CIO of Year in 2010 by Teradata.

**Syed Abid Ali,  
CCO & Co-Founder**



- Abid has over 15 years of experience in Cyber Security and is currently the Chief Commercial Officer & Co-Founder at PhishRod.
- He was the Country Manager, AFPAK region for Intel Security (formerly known as McAfee).
- He was instrumental in setting up Cyber Security practice at NetSol Technologies Inc & expanded the business across Middle East & Africa
- He had served as a Technology Consultant for Doha Asian Games and played a key role in setting up the IT infrastructure

# Turning Fishes into Whales ...



Sign Up For Your Free Trial Now

[phishrod.co](https://phishrod.co)

Thank You