Copy for leaflet.

Page 1

**Headline**

**Need to protect your data and networks from targeted email phishing? Side 1 (large font)**

**Graphic**

**Cybershield (largish font)**

**Web address**

**(Inside page 2)**

**Sentry is a new approach to detecting spear phishing -**

Cybershield’s solution called ‘Sentry’ is not a computer based training simulator. At Cybershield we believe that trying to train people by sending fake phishing emails to them is ineffective. Our approach is uniquely different.

At Cybershield we detect phishing directly from within the email, and this is notified to the user instantly. Sentry’s detection algorithms are based on three main pillars of detection: Linguistical, Technical and Meta. Within these pillars, we look at 120 or so classifiers, detecting known good or known bad phishing indicators. The Sentry solution is especially effective against the more targeted or spear phishing emails. This is important as it is the spear phishing emails which cause 95% of all successful Enterprise cyber breaches.

Couple of graphics on page 2 & 3

**Headline for inside pages**

“91% of Cyber Attacks Start with a Phishing email”

**Feature icons (Page 3)**

Icon - Detect phishing emails - Sentry’s automated detection algorithms give employees a cyber security expert on hand but only when needed.‘

Icon - Alert - With a simple traffic light warning system, after being alerted, employees can be taken to a web application which displays further information such as a phishing rating, why the solution believes that email to be phishing and what the employees should do about it.

Icon - React - Sentry gives your security professionals the information to see whether the phishing email is a random event, part of a scoping out exercise, or a full targeted phishing campaign across the whole organisation.

Icon - Smart - Sentry learns how your business uses email, and interacts with its 3rd party suppliers. It uses this learning to give your organisation the best possible protection from ever evolving threats.

**Benefits Page 3?**

Sentry’s more accurate detection is automated and ‘tuned’ to how your company uniquely uses email. No data leaves your system.

Sentry requires little to no training by the user, is quick to deploy, and requires no upfront investment by the customer.

Sentry is sophisticated enough to be a stand-alone system, but equally can be an additional specialist layer of security, integrating with existing cyber defence solutions.

**Frequently asked questions (for page back page 4)**

**Why should I consider Cybershield’s Sentry Solution?**

Cybershield is part of the latest GCHQ cyber accelerator program based in Cheltenham, and CSIT Labs, based out of Queen's University, Belfast. Sentry was developed with expert help from GCHQ and NCSC to dramatically reduce the risk of employees being deceived by targeted phishing emails.

**What is the GCHQ difference?**

Cybershield has worked extensively with GCHQ to validate ideas and the algorithms that sentry is built on. In addition, Cybershield has had access to key data sets and has been invited to be part of the UK’s Active Cyber Defence Program.

**What sort of business can benefit from Sentry?**   
Cybershield offer an on premises solution for Enterprise customers, and a cloud based solution to help companies >20 users. Both solutions allow mobiles and tablets to have the same secure email protection when connected to company email servers. Customer’s employees get a simple user interface to alert them to threats, with no change in the look or feel of their email client.

**What about data analytics?**

Larger companies can use the data intelligence generated by Sentry by adding this extra data feed and plug these phishing attack analytics into a Security Operations Centre (SOC).   
Sentry gives CISO's a deeper overview of the day to day phishing cyber threats their company is facing. This allows effective warnings and cyber resilience plans to be enacted when appropriate. However, Sentry can go one better still and provide CISO’s better future threat intelligence. For example, Sentry can detect when an organisation is being probed and scoped out prior to a full blown phishing campaign.

**How does Sentry licencing and pricing work?**

Sentry is licenced very simply - one low rate per user, per month. The larger the organisation the lower the user rate. Please get in touch to discuss your specific requirements.