



# DETECT MONITORING SERVICES MITIGATING THE EPSILON EMAIL BREACH

**SUMMARY** The April 1st statement released by the marketing firm Epsilon has turned out to be no April Fools Day joke. Sophisticated and targeted phishing attacks are sure to follow. In order to neutralize these attacks, businesses must not rely solely on “lookout alert” emails, but must instead proactively identify and shutdown attacks before they can reach their customers. Detect Monitoring Services by Easy Solutions is the tool that allows for this proactive protection.

# THE EPSILON BREACH

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**The April 1st statement released by the marketing firm Epsilon has turned out to be no April Fools Day joke. The statement, posted below, is sure to result in stiff economic losses, countless investigation hours, and damaged brand reputations for affected businesses.**

*“On March 30th, an incident was detected where a subset of Epsilon clients' customer data were exposed by an unauthorized entry into Epsilon's email system. The information that was obtained was limited to email addresses and/or customer names only. A rigorous assessment determined that no other personal identifiable information associated with those names was at risk. A full investigation is currently underway.” SOURCE: [www.epsilon.com](http://www.epsilon.com) (accessed April 1, 2011)*

*-Epsilon Statement, April 1st, 2011*

As associated banks, retailers, and other enterprises now scramble to alert their customers to remain ultra-vigilant for future scams, the responsible businesses will implement more robust mitigation plans that go beyond traditional “lookout alerts.” One glaring issue with email alerts is that the customers themselves must decipher which are authentic and which are fake. Businesses may encourage their customers to call in to confirm electronic messages, but this approach can drain resources as well as be manipulated by the attackers.

Cybercriminals are more adept than ever at imitating legitimate businesses and misleading customers to reveal sensitive information that can lead to account takeovers. Millions of dollars are lost annually, and the Anti-Phishing

Working Group, an organization devoted to stopping Internet crime, has reported over 33,000 phishing attacks worldwide in the month of June, the most recent month for which data is available. Instead of relying solely on their customers to deal with sophisticated and targeted online attacks, businesses must proactively identify and shutdown scams before they can reach their customers.

Easy Solutions, the only information security vendor that focuses exclusively on online fraud protection, has developed Detect Monitoring Services (DMS) to proactively identify and deactivate online phishing scams. The tool has successfully disabled thousands of online phishing attacks and is available for organizations that use the Internet channel to drive business.

# DETECT MONITORING SERVICES

DMS is currently used by dozens of financial institutions and businesses and works by monitoring visitors who connect to protected websites. DMS technology collects high level yet relevant connection information in real-time that include the associated geolocation of the IP address, Internet service provider, visitation history of the user, time of day, type of operating system used, and additional relevant data. This captured information then feeds into a correlation engine that identifies a malicious user.

When a malicious connection is detected, the 24/7/365 Easy Solutions security analyst team is immediately alerted and tracks the user's online activity. The security team then observes and investigates the actions of the user. For example, the team discerns if the user is simply

exploring, copying, or injecting harmful code that exploits a vulnerability within the website. If there is any unauthorized malicious activity by the user, the security analyst notifies the affected business AND then quickly deactivates any fraudulent phishing websites and attacks that were created. All online assets of the business are proactively monitored and protected.

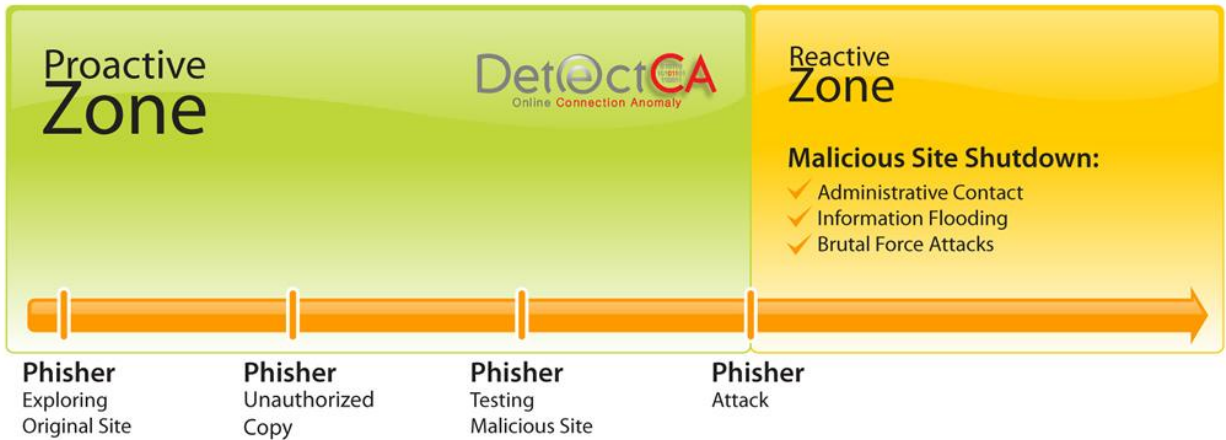
Easy Solutions DMS is remarkable because it significantly reduces the time an online attack can affect customers from 58.1 hours to 3.6 hours on average. This greater than 16 fold reduction is critical because this window of time is when customers are exponentially exposed to attacks. Businesses can also report attacks that the DMS team will then investigate and deactivate.



\*Source: Anti-Phishing Working Group 1H 2010

# PROACTIVE PROTECTION

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Businesses must learn from the Epsilon breach and proactively work to detect and shutdown sophisticated, organized, and targeted attacks that affect their customers. DMS by Easy Solutions is the tool that allows for this proactive shutdown and is available to start protecting your business today.

**START PROTECTING YOUR ONLINE BUSINESS CHANNELS AND CUSTOMERS  
WITH DETECT MONITORING SERVICES BY EASY SOLUTIONS**

*For additional information including DMS demonstrations, please contact David Sylvester or visit the Easy Solutions website.*

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# ABOUT EASY SOLUTIONS

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Easy Solutions is the only security vendor focused exclusively on fraud prevention, providing anti-phishing services, multifactor authentication and anomaly transaction detection.

Easy Solutions delivers an integrated and comprehensive approach to multichannel fraud prevention and works in alliance with industry leaders in other security disciplines supporting a wide range of heterogeneous platforms.



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