# Security Awareness for Banking Customers will be InfoSight's Focus at the UMACHA Navigating Payments 2014 Conference

*InfoSight will address the concern of financial institutions regarding how to effectively educate their banking customers while revealing how to transform the compliance obligation from expenditure to revenue generator.*

**MIAMI, FL (September 2014) InfoSight Inc. –** Tom Garcia, President and CEO of InfoSight Inc., a provider of Managed Security, IT Compliance and Vulnerability Management services for regulated industries, will address security awareness for banking customers at UMACHA's Navigating Payments 2014 Conference on October 8th in Brooklyn Center, Minnesota. UMACHA is a regional electronic payments association and a direct member of NACHA servicing financial institutions across the Midwest. UMACHA provides members and other stakeholders training, marketing and operational support, information dissemination and consulting, with a particular emphasis on the ACH network.

In his presentation, Garcia will show attendees how to successfully implement, or enhance, a profitable customer security awareness program. Participants of the session will walk away with practical advice that they can implement immediately to reduce ACH/wire fraud and corporate account takeover incidents.

"In today's environment, information security awareness is everyone's responsibility," said Tom Garcia CEO of InfoSight Inc. "We believe it's critical that bank employees and their customers have a better understanding of the threats to the security of their information and how to protect themselves."

Because information security awareness training is a key defense against fraud and identity theft, providing education for retail and commercial customers on general information security practices is among the top agenda items for financial institutions as well as regulators. Garcia's presentation, "Customer Security Awareness: A Key Defense against Risk and Fraud," will take place Wednesday, October 8, at 4:00 pm.

When it comes to information security, people are as important as technology, policies, procedures, and guidelines. Providing education for retail and commercial customers on threats like phishing, social engineering and general information security practices an indispensable step towards properly managing those risks and reducing fraud.

A recognized thought leader in the financial industry, Garcia has served organizations nationwide by minimizing risk exposure and providing the highest levels of security assurance and regulatory compliance. With more than 25 years of experience, Garcia continues to guide federally-regulated

organizations with their information technology requirements with all major audit and governance authorities.

UMACHA Navigating Payments 2014 Conference will give attendants a chance to connect with over 400 other payments professionals and solution providers. Conference attendants will receive the latest information on payments, mobile payments, payments fraud, regulatory compliance, check payments as well as network with industry professionals and vendors. The Conference will have several general sessions, 20 breakout sessions (including four early bird sessions), several product showcases and a closing keynote speaker.

For information on InfoSight's products and services, visit [www.infosightinc.com](www.infosightinc.com) or call **305-828-1003**. To register for the UMACHA Navigating Payments 2014 Conference, visit [http://www.navigatingpayments.org.](http://www.navigatingpayments.org.)

**About InfoSight Inc.**
InfoSight, Inc. offers proven, affordable Cyber Security, Regulatory Compliance, Risk Management and Infrastructure Solutions that protect and optimize how an organization's critical information is processed, managed and stored. InfoSight serves organizations nationwide minimizing risk exposure and providing the highest levels of security assurance and regulatory compliance. InfoSight services combine consulting with technology to provide the highest level of information security available today. For more information, visit [www.infosightinc.com](www.infosightinc.com) or call 305-828-1003.

**About UMACHA**
UMACHA represents its members in the national market through participation in, and through its membership in the National Automated Clearing House Association (NACHA) and the Electronic Check Clearing House Association (ECCHO). UMACHA members are currently serving on the NACHA Board of Directors and are in leadership positions in many of NACHA's industry groups, including the NACHA Government Relations Group, Risk Management Advisory Group and the newly formed Payments Innovation Alliance.

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www.infosightinc.com

**Ready-To-Go! Customer Security Awareness Toolkit**
InfoSight can help educate your retail and commercial customers regarding online fraud and ensure fulfillment of compliance obligations.

# SECURITY AWARENESS PROGRAM FOR YOUR CUSTOMERS

## EVERYTHING YOU NEED IN ONE PLACE

Customer security awareness made easy! You'll never have to develop content yourself. Here's a simple and effective program that presents security awareness principles and best practices related to information security. This extensive and cultivated repository is overflowing with articles, videos, tools, games, and other resources to help you establish and/or embellish your customer security awareness program.

## DRIVE LOYALTY AND ACCELERATE CROSS SALES

Bank marketing managers know that staying engaged with customers is critical to meeting your sales goals. Build deeper relationships with your customers, and increase their spend by driving incremental business through on-boarding and cross sales initiatives.

### PROGRAM-IN-A-BOX

Security awareness content for your website.

Always serve fresh information.

Customers never leave your site.

## TWO UNIQUE OPTIONS

The following options are designed to make your life easier, no matter which path you choose.

### SELF-SERVICE

- Everything you need in a single portal.
- Ready-to-go resources.
- Enjoy significant cost savings.
- Administer the program any way you like.
- Deliver a consistent awareness message.

### FULL-SERVICE

- Let us do the work for you.
- We'll tailor, customize, and personalize materials for your brand.
- Ensure brand consistency.
- Enjoy a single point of contact with content creators to ensure your Program is administered satisfactorily throughout the year.
- Receive suggestions based on a strong understanding of your goals and brand, and our knowledge of what works.
- Improve customer experience and loyalty.

In both the self-and-full-service options, we manage and maintain the underlying resources based on the latest threats and trends in cybercrime.

*"Loyal customers are more likely to stay true to your brand and more likely to recommend your company to friends and colleagues. And a loyal customer ends up spending a larger wallet share over their engagement lifetime with a company."*
*Forrester Research*

## Security Awareness Program benefits

✔ Demonstrate to regulators and clients that you are meeting security awareness initiatives

✔ Create cross-sales and new-sales opportunities by conducting security workshops

✔ Drive new product adoption

✔ Create new recurring revenue by selling products such as Cyber-Crime Insurance

✔ Integrate with Social Media initiatives

✔ Onboarding of new prospective relationships with larger commercial clients

✔ Instill confidence in your customers that using an electronic channel is safe

✔ Reduce liability and risk of litigation by offering free security education

**www.infosightinc.com**   **877-557-9703 (Outside FL)**   **305-828-1003**   **info@infosightinc.com**

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Contact us for more information on how InfoSight can help your organization improve network and IT security, availability and performance. InfoSight serves hundreds of institutions around the country with innovative managed services and technology solutions to keep institutions secure, resilient, and compliant. Contact us today.

## Dynamic website content

Keep your website up to date with minimal effort. Receive fresh information security awareness (ISA) content by embedding MySecurityAwareness.com into your website. Your customers never leave your site.

## Email Copy

Deliver pre-written email campaigns featuring a variety of security awareness tips.

## Tools For Your Customers

Encourage your customers to assess their technology, policies and procedures with these free tools that will help them ensure optimal data security and system performance.

## Surveys

Comply with Guidance requirements to measure the effectiveness of your CSAP by assessing your customer's knowledge of IT security principles and best practices.

## Workshops & Webinars

Hold in-person workshops. Educate your high-risk customers and grow your relationships with these ready-to-go PowerPoint presentations – complete with presenters' guides.

## Quarterly Newsletter

Reinforce your information security awareness (ISA) message through informative and entertaining newsletters.

## Videos

Display these engaging, pre-recorded information security awareness videos on your web or mobile site.

## On-Hold Messaging Scripts

Reinforce your information security awareness tips through your on-hold messaging.

## Security Awareness Posters

Post security awareness posters in your branches and/or offer them to your customers to post in their business.

## Statement Stuffers

Receive "customer-ready" materials for use in statement stuffers, mailers, and more.