

A woman with long brown hair, wearing a white blazer, is sitting on a grey couch. She is looking down at a blue credit card she is holding in her hands. A laptop is open on her lap. The background is a blurred interior setting.

# Banks are Extremely Vulnerable to Cyberattacks

Is Your Bank's Digital Data Safe?

**27**

Ransomware Strains  
stopped daily

**\$120 Billion**

assets under our protection

**50 Billion**

security events collected  
and analyzed daily

## Banks are Always at Risk

Banks continue to be some of the most prominent targets for cybercriminals.

Unfortunately, the banking industry continues to be vulnerable to a constant barrage of cyberattacks. Criminals looking to make quick money often turn to banks for a source of easily accessible information. While the industry is scrambling to figure out ways to protect themselves, criminals are quickly coming up with new ways to infiltrate digital systems and steal information.

In fact, the latest breaches have been some of the most damaging in banking history. The threat to banks is so prevalent that the industry is starting to overhaul processes and procedures in an effort to bolster security. "The threat is persistent, adaptive and sophisticated – and it is here to stay," Alain Desausoi said at the Financial Times Cyber Security Summit Europe this week.<sup>1</sup> "Combatting cybercrime is just a fact of the banking industry at this point, and everyone needs to be prepared."

**210 Days  
or  
6 Minutes?**

It's Your Call!

Our competitors take an average of 210 days to detect a data breach. Imagine what cybercriminals can do to your members' data and information in 210 days. TruShield takes an average of 6 minutes to accomplish the same and offers additional insights. Talk to us and we can help you protect your members at TruShield speed.

## Don't Get Complacent

Don't think you're a target? Think again.

It might be tempting to assume that criminals are only targeting large banks that have extremely lucrative payouts. However, at this point everyone is a target. These sophisticated digital attacks allow criminals to gain access to banking systems in very covert ways, meaning that every bank is at risk. For example, Yahoo recently copped to being the victim of a big data breach at the end of 2014. They assured users that no banking data was directly stolen, but as a recent Financial Times article correctly pointed out, that doesn't mean banks won't see any negative repercussions. Any sensitive banking information that users shared on compromised Yahoo systems could put their bank accounts at risk.<sup>2</sup>

While two years have elapsed since the initial Yahoo breach, the risk is still present. Criminals take time to plan and carry out attacks. One of the most alarming components of digital attacks across all industries is how long criminals can hide on digital systems, all the while slowly siphoning off critical information and gradually stealing lucrative details.

## Do the Right Thing

Protect your clients and yourselves.

It's not surprising that Forbes ranked Financial Services in the top 5 most cyberattacked industries in 2015.<sup>3</sup> What is surprising is how long it is taking banks to get their digital security up to speed. Think about it, how safe is the data your clients share with you? Are you ever worried that a hack could ruin your reputation and decimate your clients' accounts?

Banks are constantly undergoing a PR battle to prove that they are trustworthy and able to focus on what is best for their clients. It's time to step up to the plate and set a good example. The best way to start doing that is to protect your digital data before it is too late. Not sure where to start? Don't worry - that's our job.

Don't become a statistic, instead take a proactive approach to digital security by partnering with TruShield. We know what vulnerabilities criminals are looking for, and we can make sure they don't ever have the chance to access your systems or your customers' accounts. As your technology evolves to make banking easier for your clients, criminals are modifying their tactics to take advantage of these advancements. While you might be proud of your convenient banking app, it's likely a big draw for criminals instead of just your clients. A recent NBC report highlighted this growing issue, "Hackers are accessing smartphone users' bank accounts through an increasingly inventive array of malware attacks, ranging from text messages to gaming apps."<sup>4</sup> These new ways to get banking details mean your clients will need help keeping their information secure, and will need to trust that you are doing all you can to help them.

## We Know the Field

We have insight into the banking industry that allows TruShield to develop the strongest solutions.

Our nuanced knowledge of the field makes the TruShield Team uniquely qualified to understand your needs. In fact, one of our founders spent a large part of his career working with Credit Unions and various other financial institutions, helping them to develop comprehensive cybersecurity plans. We know what your concerns are regarding the private details your systems hold. With all of the high-profile data breaches happening around the world, you likely want to act fast to secure the data your bank manages.

## TruShield Has You Covered

We've spent years developing the best cybersecurity solutions.

We provide comprehensive, bespoke cybersecurity strategies and take a white-glove approach to customer service. When you sign up with TruShield, we will give you a dedicated Cybersecurity Advisor to help you build the best and most cost-effective plan for your organization. This individualized approach to customer service sets TruShield apart, and gives you the comfort of always knowing you're fully supported.

To ensure your data is safe at all times, our 24/7 global team of experts works every day of the year to monitor your data and rapidly respond to any potential issues. Hackers don't take a day off, and neither do we. Our proven prevent, detect, contain, and eradicate approach to threats provides your organization with comprehensive protection. Our extensive threat intelligence database rivals other industry giants. We have nearly 80% visibility into internet traffic, and while no company has reached 100% visibility, we still have a great deal of access into what is happening in the field.

The TruShield method puts prevention at the forefront, because we know the best strategy is to stop an attack before it even happens. We are constantly educating ourselves on the latest developments in the field of cybercrime and attacks that occur in the banking industry so that we can stay one step ahead.

Get in touch with us now to find out how simple it is to start getting the comprehensive cybersecurity protection that will keep your bank ahead of your competitors and your data safe.

<sup>1</sup> Millman, R. (2016, September 23). Swift details measures to increase security of global banking payments network. Retrieved September 25, 2016, from <http://www.scmagazineuk.com/swift-details-measures-to-increase-security-of-global-banking-payments-network/article/524558/>

<sup>2</sup> Murgia, M. (2016, September 23). Yahoo Hacking: What You Need to Know. Retrieved September 26, 2016, from <https://www.ft.com/content/266aa154-8165-11e6-8e50-8ec15fb462f4>

<sup>3</sup> Morgan, S. (2016, May 13). Top 5 Industries At Risk Of CyberAttacks. Retrieved October 03, 2016, from <http://www.forbes.com/sites/stevemorgan/2016/05/13/list-of-the-5-most-cyber-attacked-industries/#52d7a8823954>

<sup>4</sup> Newcomb, A. (2016, September 23). The new way to get hacked: Through that banking app on your phone. Retrieved October 03, 2016, from <http://www.nbcnews.com/tech/security/new-way-youll-get-hacked-through-banking-app-ym651571>

## Contact Us

Interested in learning how TruShield can give you the peace of mind that your information is safe from cybercriminals? Reach out to the TruShield Sales Staff now to get started using our innovative cybersecurity approach.

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