

LEARN TO SECURE YOUR GREATEST  
ASSET ( YOUR BUSINESS ) FROM A  
CYBER-ATTACK







**MAD DATA**











# Agenda:

- ❑ Current Cyber Landscape
- ❑ 5 Groups under Attack
- ❑ How to Protect your Business



# **CURRENT CYBER LANDSCAPE**







I'm not in a compliance business ...

Hackers wouldn't go after a small company like me...

I don't collect sensitive data...

# Common Cyber Misconceptions



# 5 REASONS HACKERS TARGET SMALL-MID SIZED BUSINESSES



**They are low-hanging fruit**



**They are more vulnerable to social engineering**



**They often feel they must pay ransoms**



**They are the ‘gateway’ to larger organizations**



**They are sometimes not targeted at all, but simply collateral damage**



# Why Do Businesses Get Hacked?

**Every  
industry...**

**#1 Cause of  
Cyber Attacks is  
Human Error**



**Collects Sensitive Data**



**Relies On Technology**



**Performs Financial Transactions**



**Has a Human Workforce**



# Current Ransomware Trends

## Main Attack Vectors:

1. Phishing Emails ~35%
2. "Unknown"
3. RDP Compromise

Average ransom payment  
in Q4 2022:

**\$408,644**

Average business interruption  
downtime from ransomware attacks:

**25 Days**

## 2022 Trends:

- Supply-Chain Targets
- Open RDP Ports
- Double Extortion Threats

# Hacking Profitability

<b>Coveware Stats</b>	<b>Ransomware</b>	<b>Drug Trafficking in 1992</b>
<b>Revenue/Unit</b>	\$140,000/attack	\$60,000/kilo
<b>Operating Costs/Unit</b>	\$2,500/attack*	\$5,000/kilo
<b>Profit Margin</b>	98%	91%
<b>Arrests/Unit</b>	.0008*	.50
<b>Deaths/Unit</b>	0	.25
<b>Barriers to Entry</b>	None	Very High

\*Estimate based on reported costs of network access credentials, and amount of hours a threat actor expends on the average attack

\*\*Estimated roughly 25,000 ransomware attacks of impact in 2020. Research found evidence of less than 20 total arrests globally.



# Social Engineering Example

*Construction Firm*



File Message Help Acrobat Tell me what you want to do

O365 Mail Delivery Group <MailDeliveryGroup@ > 1 3:31 PM

**O365 EMAIL SECURITY ENHANCEMENT - User Action Required!**


Hi [REDACTED]

As a new security measure to improve our email system, you are required to update your O365 account into our encryption technology in order to protect your personal information.

To enable encryption, please [click here](#)

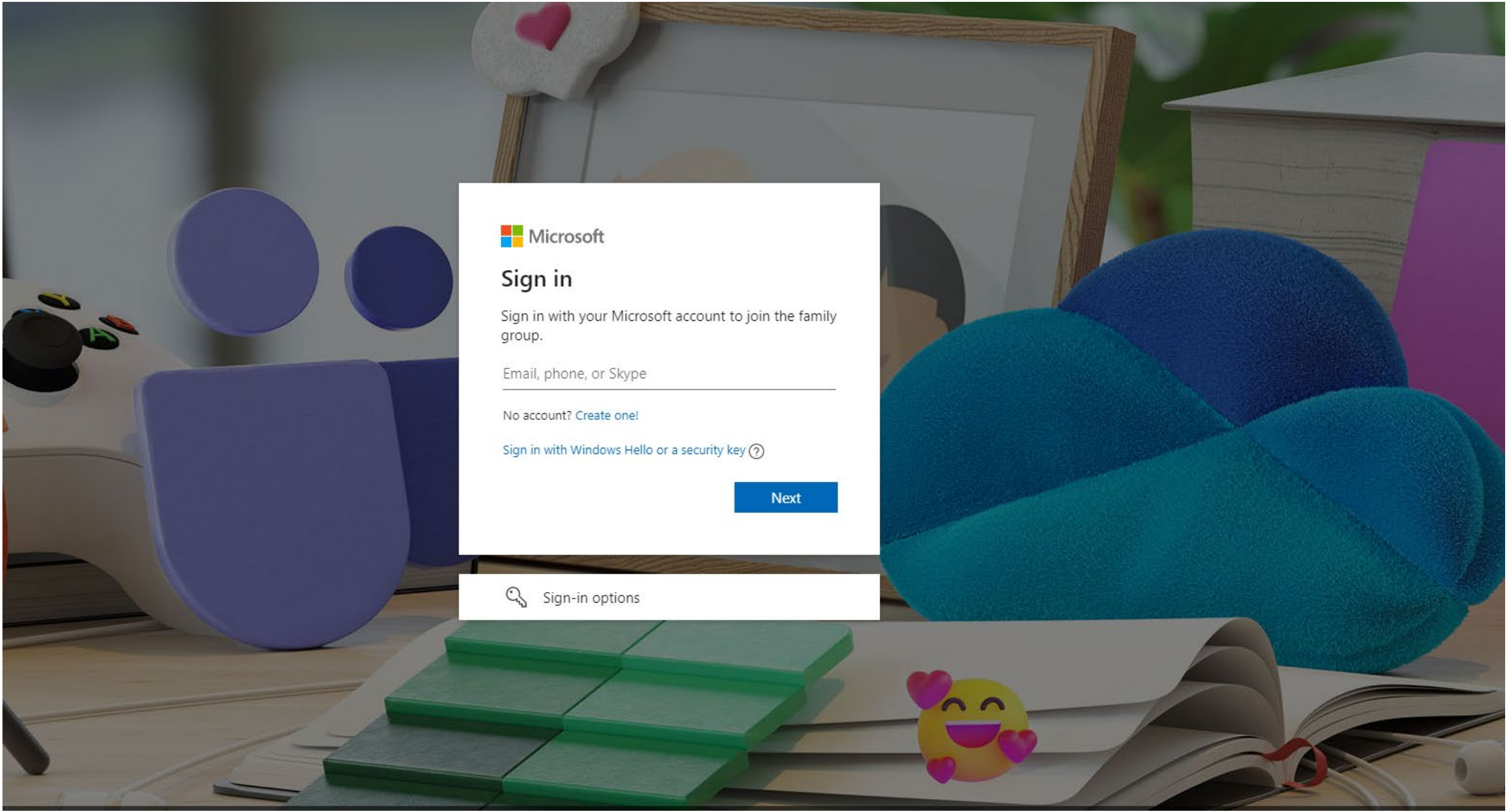
**IMPORTANT!** All outbound messages will be placed on hold until the above action is taken.

Note: This message was sent from an un-monitored mailbox, please do not respond.

 **Microsoft**

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## Sign in

Sign in with your Microsoft account to join the family group.

Email, phone, or Skype

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No account? [Create one!](#)

Sign in with Windows Hello or a security key [?](#)

Next

 Sign-in options

A close friend has sent you an eCard - Message (HTML)

File Message Help Acrobat Tell me what you want to do

Delete Archive Reply Reply All Forward Respond Quick Steps Move Tags Editing Speech Zoom Yesware Salesforce Insights

eCard <ecarddelivery@e-messages.com> 9/6/2019

A close friend has sent you an eCard

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

A close friend has just sent you an eCard

You can view it by [clicking here.](#)

Thanks to our new tracking feature, you can now access all the ecards received by you in the last 21 days.

Or if you prefer you can go [here](#) and type your ecard number (9759629079) in the 'Search Box' at the top right of the page.

Your ecard can be downloaded for the next 30 days.

If you need any help in viewing your ecard or any other assistance, please visit our Help/ FAQ section [here.](#)

We hope you enjoy your ecard!

We respect your privacy. You will not be receiving any promotional emails from us because of this ecard. To view our privacy policy, [click here.](#)

Note: This is an auto generated mail. Please do not reply.

# Phishing Example



Virtest2.com second server for premium/vip

Support:

ICQ: 570352881

GTalk: virtest@gmail.com

Jabber: virtest@jabber.ru



Home Scan Exploit pack check Prices FAQ AV Versions

### Account manager

Account

Money

Profiles

History

Scheduler

Clean logs

Logout

Please select the file (or folder in rar|zip ar

Parcourir...

Send

Select kit:

- NOD32
- McAfee
- ClamWin
- A-Squared
- Ewido
- ArcaVir
- QuickHeal
- ZoneAlarm
- BullGuard
- IKARUS
- BitDefender
- KAV8
- TrendMicro
- Panda
- Webroot
- DigitalPatrol
- AhnLabV3
- VirusBuster
- Sophos
- SAV
- F-Secure
- Vexira
- TrendMicro2010
- GData
- Emsisoft
- DrWeb
- eTrust
- Vba32
- OneCare
- Norman
- Comodo
- AVL
- SAS
- Avast
- AVG8
- F-Prot
- Avira
- Solo
- Rising
- IkarusT3
- ViRobot

Select all

Black hole<sup>β</sup>    СТАТИСТИКА    ПОТОКИ    ФАЙЛЫ    БЕЗОПАСНОСТЬ    НАСТРОЙКИ    Выйти

Начало:     Конец:     Применить    Автообновление: 5 сек.

#### СТАТИСТИКА

ЗА ВЕСЬ ПЕРИОД

13289 ХИТЫ    11506 ХОСТЫ    1187 ЗАГРУЗКИ    **10.32%** ПРОБИВ

ЗА СЕГОДНЯ

3013 ХИТЫ    2760 ХОСТЫ    300 ЗАГРУЗКИ    **11.55%** ПРОБИВ

#### ПОТОКИ

	ХИТЫ ↑	ХОСТЫ	ЗАГРУЗКИ	%
DENIS >	13285	11505	1187	10.32
default >	4	3	1	0.00

#### БРАУЗЕРЫ

	ХИТЫ	ХОСТЫ	ЗАГРУЗКИ	% ↑
Chrome >	2273	2148	485	22.58
Mozilla >	104	72	11	15.71
Firefox >	5033	4847	581	11.99
Opera >	360	288	22	7.75
MSIE >	4232	3080	77	2.51
Safari >	1287	1102	11	1.00

#### ОС

	ХИТЫ	ХОСТЫ	ЗАГРУЗКИ	% ↑
Windows 2003	21	18	5	27.78
Windows 2000	41	22	4	18.18
Linux	179	143	19	13.48
Windows XP	3838	3206	399	12.48

#### ЭКСПЛОИТЫ

	ЗАГРУЗКИ	% ↑
Java X >	584	49.20
Java SMB >	460	38.75
PDF >	108	9.10
Java DES >	29	2.44
MDAC >	6	0.51

#### СТРАНЫ

	ХИТЫ ↑	ХОСТЫ	ЗАГРУЗКИ	%
United States	12417	10981	1119	10.19
Brazil	154	101	9	8.91
India	63	35	4	11.43
Japan	47	9	3	33.33
Mexico	37	28	0	0.00
Argentina	31	12	2	16.67
Bulgaria	31	10	0	0.00
Indonesia	29	17	5	29.41
Romania	26	16	0	0.00
Pakistan	26	13	1	7.69
Philippines	24	16	1	6.25
Israel	22	14	2	14.29
Chile	19	6	0	0.00
Singapore	18	15	0	0.00
Hungary	18	11	0	0.00
Другое	327	222	41	18.55

Создать виджет

## Ransomware as a Service (RaaS) Platforms

- Commercialized Exploit Packets
- Help Hotlines
- Management System



# **GROUPS UNDER ATTACK**

# 5 TARGETS OF RANSOMWARE

## By Industry:

- Unknown : 5434
- Public administration : 2792
- Finance : 2527
- Professional Services: 3566
- **Manufacturing : 2337**



# 5 TARGETS OF RANSOMWARE

## By Company Size:

3 to 1

Small vs Medium to Large Business

# Why Manufacturing ??

1. **Legacy Equipment with software that is outdated ( PLC, CNC's are using windows xp still**
2. **Networks were setup quickly and security was being considered**
3. **Open sharing which makes it easy for an attack**
4. **Some ERP software providers tell manufacturers you don't need security**
5. **Proper network backups are not in place**
6. **Still using Hotmail, yahoo or gmail for business communications**
7. **Nobody knows who I am**
8. **Tend to deal with things when they absolutely have to**

# **HOW TO PROTECT YOUR BUSINESS**



# Network Risk Assessment is a Must



11010011001110001110001 1100

100011100 001100 01100 1

101100111000 1000011100 11100010101010101110000011110000 0 10110

100 11000 10000 11100 11100010101010101110000011110000 0 101101001010101 111000 11100 111100011100 1001110

10101 111000 11100 11100011100 1001110

100011110001101010100011 100 1100 100011100 1100 1101010100 11100111000 1000011100 11100010

1100 100011100 1100 1101010100 11100111000 1000011100 11100010101010101110000011110000 0 101101001010101

100011110001101010100011 100 1100 100011100 1100 1101010100 11100111000 1000011100 11100010101010

- Anti-Virus that is SOC monitored



- Anti-Virus that is SOC monitored
- MDR Solution ( managed detection and response )

**Iranian cybercriminals' TTPs based on MITRE'S ATT&CK matrix**



INITIAL ACCESS	PERSISTENCE	PRIVILEGE ESCALATION	CREDENTIAL ACCESS	DISCOVERY	LATERAL MOVEMENT	COMMAND AND CONTROL	IMPACT
External Remote Services (T1133)	Valid Accounts: Domain Accounts (T1078.002)	Exploitation for Privilege Escalation (T1068)	Brute Force: Password Guessing (T1110.001)	Network Service Scanning (T1046)	Remote Services: Remote Desktop Protocol (T1021.001)	Remote Access Software (T1219)	Account Access Removal (T1531)
			OS Credential Dumping: LSASS Memory (T1003.001)	Network Share Discovery (T1135)			Resource Hijacking (T1496)
			OS Credential Dumping: LSA Secrets (T1003.004)	Remote System Discovery (T1018)			Inhibit System Recovery (T1490)
							Data Encrypted for Impact (T1486)

- Anti-Virus that is SOC monitored
- MDR Solution ( managed detection and response )
- Access Controls

Examples: Azure AD, JumpCloud or a Server



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- MFA on Email and online business solutions
- Backups on Data that's in house
- Firewall monitoring or a Follow-Me-Firewall

We will provide 30 assessments for free for  
AWFS Members

We will provide Run a Dark Web Scan to  
see if any company information out there for  
Free

[www.maddata.io/network-assessment/](http://www.maddata.io/network-assessment/)



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