The Global Cyber Alliance

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www.switch.ch

GCA Founders

Partner with GCA

Support GCA's mission to:

- Unite global communities

- Implement concrete solutions to eradicate cyber risk

- Measure the effect

GLOBAL PARTNERS

Australia:1
Belgium: 1
Canada: 1
China: 1
Denmark: 1
Egypt: 1
Finland: 1
France: 6
Georgia: 1
Germany: 3
India: 1
Ireland: 1
Israel: 1
Jamaica: 1
Japan: 1
Netherlands: 4
New Zealand: 1
Nigeria: 1
Norway: 1
Oman: 1
Spain: 1
Switzerland: 6
Turkey: 1
Uganda: 1
United Kingdom: 62
United States: 126
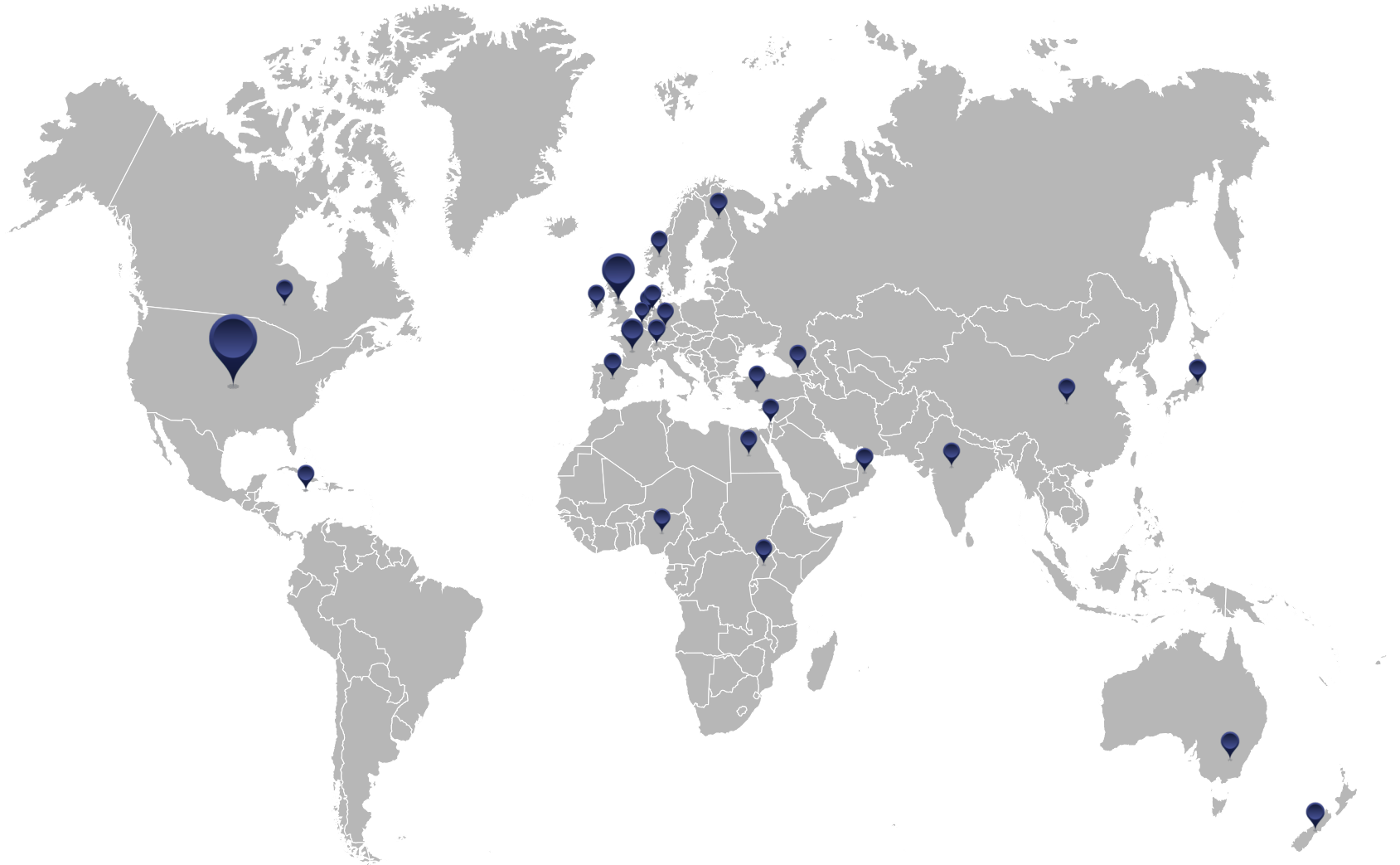
GLOBAL
CYBER
ALLIANCE

GCA's International Partnership Network

Partners: 230+

Sectors: 18

Aerospace, Communications, Education & Training, Energy, Financial, Government, Health, Humanitarian, Insurance, Legal, Real Estate, Retail, Risk Management, Maritime, Security, Technology, Telecommunications, Travel

Countries: 26

Australia, Belgium, Canada, China, Denmark, Egypt, Finland, France, Georgia, Germany, India, Ireland, Israel, Jamaica, Japan, Netherlands, New Zealand, Nigeria, Norway, Oman, Spain, Switzerland, Turkey, Uganda, United Kingdom (England and Scotland), United States

Addressing Cyber Risks

Cyber risks affect more than one organization, are above the enterprise level, and are material

CERT PACK

REGISTRY PROJECT

I'VE GOT
DMARC
dmarc.globalcyberalliance.org

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ALLIANCE

Quad9

bgp

IOT
Internet of Things

GCA
Cybersecurity
Toolkit

For Small Business

PHISHING

A Global Risk

Phishing has broad-reaching impact around the globe and can incur serious consequences to individuals, businesses and governments.
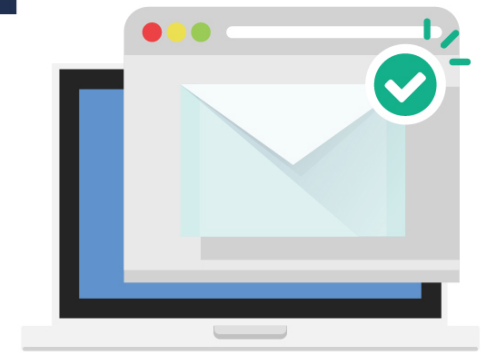
Could lead to

- Ransomware or other malware
- Fraud (false wire transfer requests)
- Theft of PII

Why is it successful?

- Difficulty in determining if message came from legitimate source
- From\Sender address is spoofed

SOLUTION: DMARC

A PROVEN WAY TO MITIGATE RISK

Domain-based Message Authentication, Reporting and Conformance (DMARC)
It's like an identity check for your organization's domain name.

Benefits of DMARC

- Inbox Protection: Provides a way for participating senders and receivers to streamline the analysis process by coordinating their efforts

- Supported by 85% of **consumer** US Inboxes (Google, Yahoo, Microsoft)*

- ~ 76% of **consumer** Inboxes worldwide are protected by DMARC*

- 4.8 billion mailboxes worldwide*

- Visibility: Provides insight into attempts to spam, phish, or even spear-phish using your organization's brand/name

*Valimail October 2017

The Power of DMARC

Aetna

Each year, the program prevents approximately **60 million fraudulent email messages from being delivered**. The result is lower risk and better engagement: click-through rates on Aetna emails improve by 10 percent every year. DMARC adds a trust component to emails and is a core component to Aetna's trusted email program.

Her Majesty's Revenue & Customs (UK)

In one year we've stopped **300 million phishing emails that were fraudulently using our email address.** If we can do it anyone can! GCA is doing a great job helping organisations with practical solutions to loading DMARC.

Current Translations:

Arabic
Azerbaijani
Bulgarian
Cantonese
French
German
Hebrew
Hindi
Japanese
Korean
Latvian
Malay
Mandarin
Portuguese
Russian
Spanish
Turkish

Sampling of DMARC Setup Guide Translations

DMARC Video Series

- Business case for implementing DMARC
  - Available in many languages

- Setup Guides
  - Office 365
  - Google G Suite
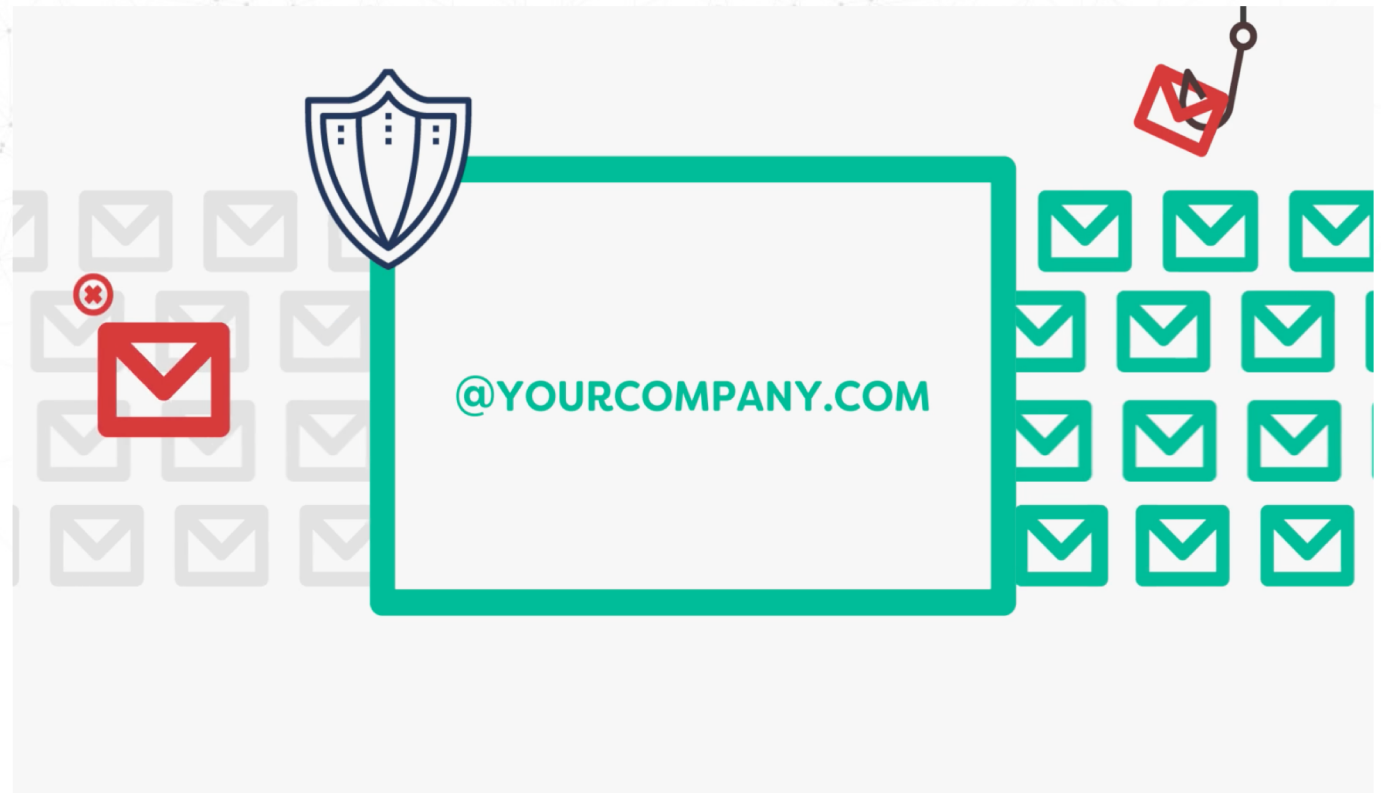
Efficacy to Date

- Tool launched October 2016
- More than 27,500 users of the Setup Guide
- From more than 170 countries
- In more than 6,600 cities
- More than 27,500 unique domains tested
- ~ 20% conversion rate (5,500+ domains)

What's Next For DMARC

- Release ROI of DMARC
- Work on the challenges with reporting
- Work with more countries
- Establish industry initiatives
- Events
  - October 16 – Washington DC
  - November 19 – Brussels

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A campaign you can use

A customizable kit

- Campaign template
  - Planning guide
  - Campaign timeline
- Media materials
  - Social media calendar
  - Social media images
  - Press release template
  - Draft blog posts
- Education resources
  - Videos
  - Webinar materials
  - Presentation templates

18

9.9.9.9

Quad9.net

Quad9
In Collaboration With:

IBM

PCH Packet Clearing House

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Quad9: A DNS Service

STEP 1:
SEARCH QUERY
www.example.net

QUAD9.NET DNS SERVER • 9.9.9.9

STEP 2:
CHECK CACHE
✓ and return result if found

STEP 3:
CHECK THREAT LIST
✗ Match Found: Return Block Reply

example.net nameserver
199.43.133.53

STEP 4:
QUERY ROOT/TLD SERVERS

www
93.184.216.34

STEP 5:
QUERY AUTHORITATIVE SERVER

example.net nameserver
199.43.133.53

- Global open recursive DNS platform

- Populated by data crowd-sourced from the security industry

- Strong privacy controls built in (not even we know the source of requests)

- Core/root DNS level reliability on infrastructure

- NO INDIVIDUAL REPORTING OF BLOCKS!

HOW QUAD9 IS DIFFERENT

- Focus on "operationalizing" threat intelligence that is "at rest" in a DNS filtering sense from security vendors

- A strong focus on preserving privacy for users

- We do not provide individualized reports/reporting

- We focus on malware command and control (c2) domains, exploit kit domains, phishing domains, etc.

- Platform is populated by crowdsourcing threat intel from many providers (commercial and non-commercial)

- Creates a compound view of the threat landscape!

# Worldwide Distribution of Quad9 Anycast Resolvers

EFFICACY TO DATE

- Since public launch, November 2017:
  - 60-times increase in usage
  - Blocked access to more than 360 million malicious sites
- Access to up to 2 million malicious domains blocked each day
- 19 threat intelligence feeds
- 131 locations in 78 countries
- Deployed on all continents, except Antarctica

Testimonials

- **One pre-release adopter saw 50% decrease in AV alerts and 30% decrease in IDS alerts**

- **Results from a user in the Education Sector when Quad9 was inadvertently bypassed**
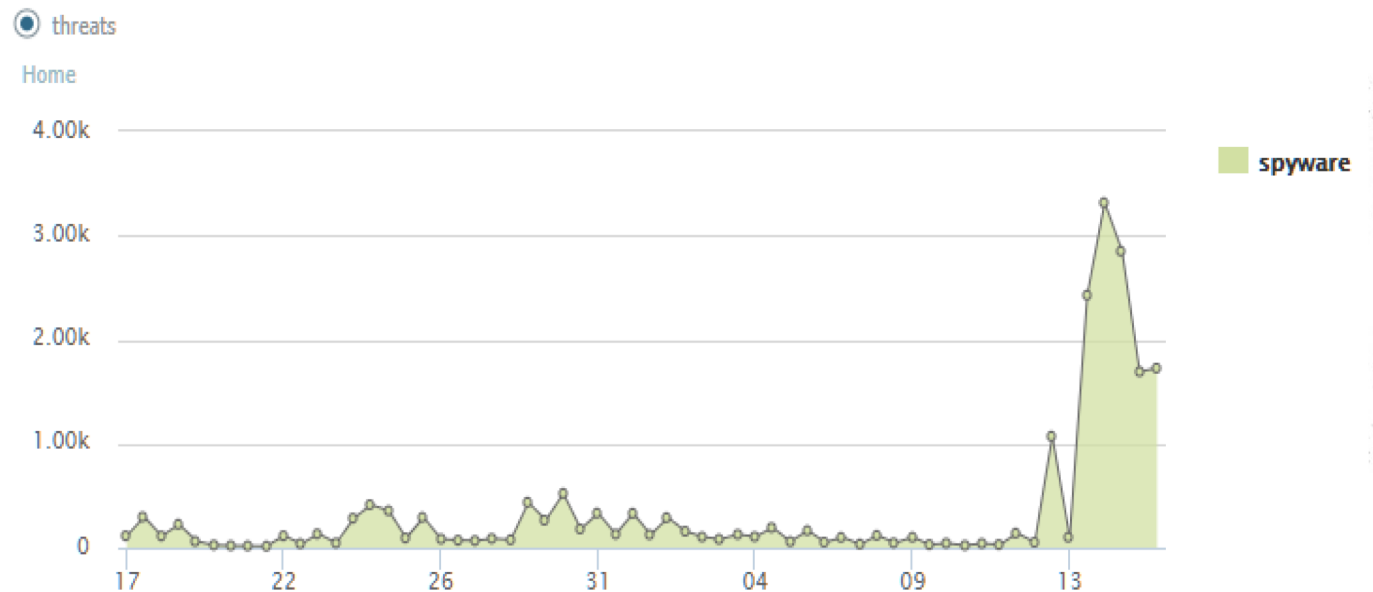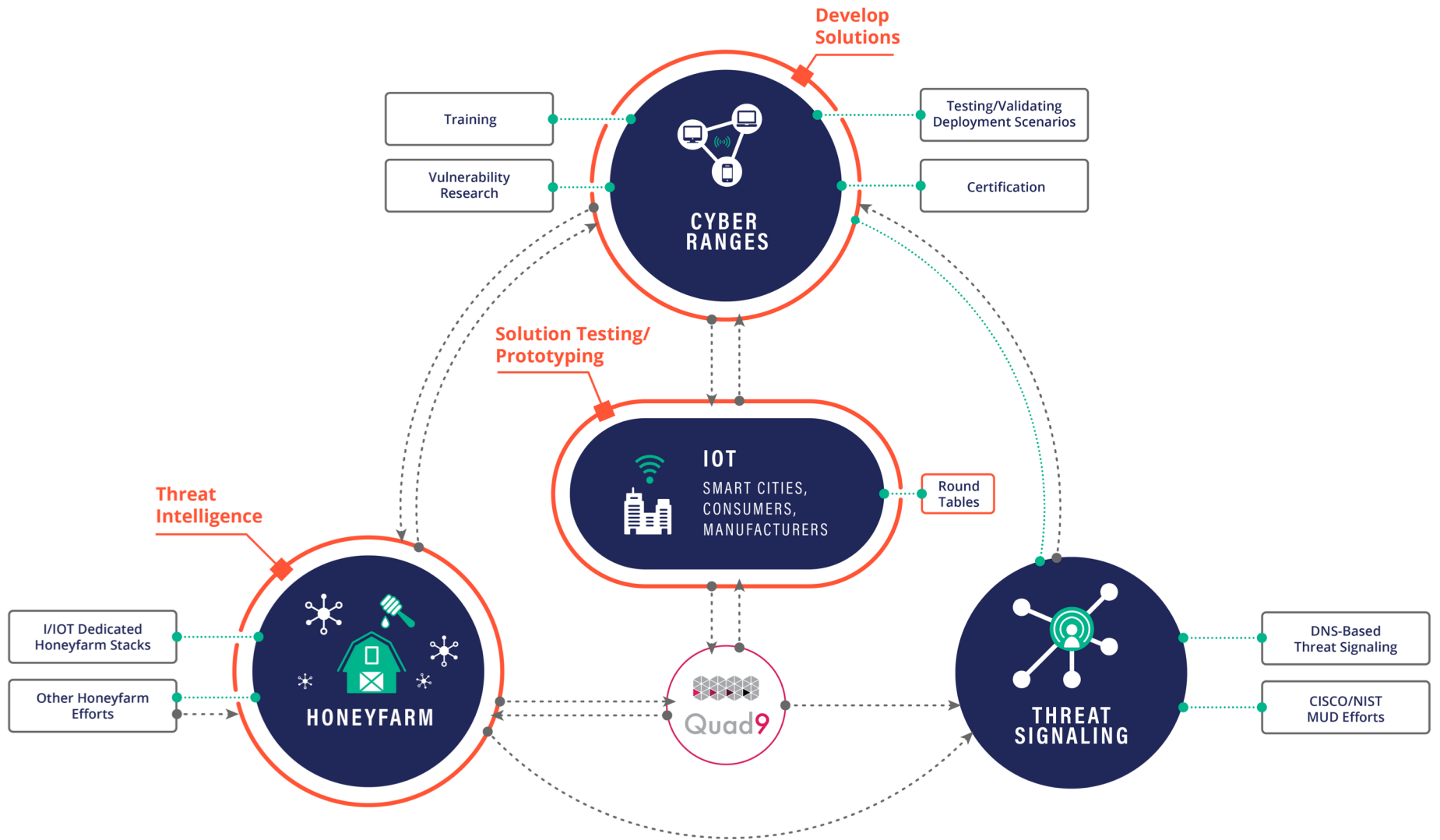
GCA IoT & Smart City Security Initiative

IoT Smart City Security Initiative:

In Progress:

- ✓ Honeyfarms
- ✓ DNS Threat Signaling
- ✓ IoT Smart City Critical Controls
- ✓ Best Practices
- ✓ Contractual Framework
- ✓ Cyber Ranges
- ✓ Roundtables: NYC, London, Portland, New Orleans, Singapore

Launching in 2019

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GCA
Cybersecurity Toolkit

For Small Business

Thank You!

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