

# Phi-chi : Real Defence against Phishing attacks



## A genuine & potent solution to wide-spread and malicious Phishing attacks

- › More than 90% of corporate and government IT security breaches due to successful phishing campaigns. 66% of highly potent APT attacks originate with phishing



## Phi-chi simulates generic and spear phishing attacks to fortify defence postures at companies and governments

- › Generic phishing alone does not suffice for a corporate/government health check. Spear phishing/customer specific phishing are more relevant
- › Generic phishing is more akin to a fake fire drill which really doesn't work when the real event occurs - people don't easily fall for generic phishing forays



## The methodology used by Phi-chi is as follows:

- › Customer approval for a phishing simulation exercise – both generic and customer specific phish
- › Drill undertaken posing as a live “phisher”
- › The phish site, intermediate servers and backend phish page is on the Phi-chi portal. 10 days for setup
- › CISO launches phishing campaign, extending to days 11, 12 and 13
- › Results are studied either for entire organisation or vertical wise
- › Based on results, organisation wide or specific vertical based training

Phi-chi is inspired by the principles of Tai-chi. Tai-chi stands for synchronised working of mind and body. Phi-chi seeks to synchronise working of humans (the mind) and the organisation (the body)

