

Smish Smash: End User Awareness

Smartphones are a vulnerability.

Smartphones are ubiquitous, in society in general and in work environments in particular. And, while they facilitate productivity and communication, they also often contain access to PII—Personally Identifiable Information—as well as company information and infrastructure.

Smishing (phishing that involves text messaging) is an often overlooked security vulnerability. Worse, it is not controllable outside an organization. If a smartphone user is successfully smished, there may be no way of knowing if the phone is compromised, or if the user gave up vital data.

Quantify with Smish Smash.

Smish Smash is a program that lets you identify exactly who in your company is vulnerable to smishing and whaling attacks, and the extent of the possible damage, using actual, real-world data. Analytica42 will run phoney smishing campaigns across your organization with fake download and info disclosure. We can target a specific user base or your entire company, and your internal security team can assist or not, according to your preference.

The result is a definitive breakdown per user of smishes sent and received, links clicked, and data compromised—all delivered within a week of the campaign.

96%

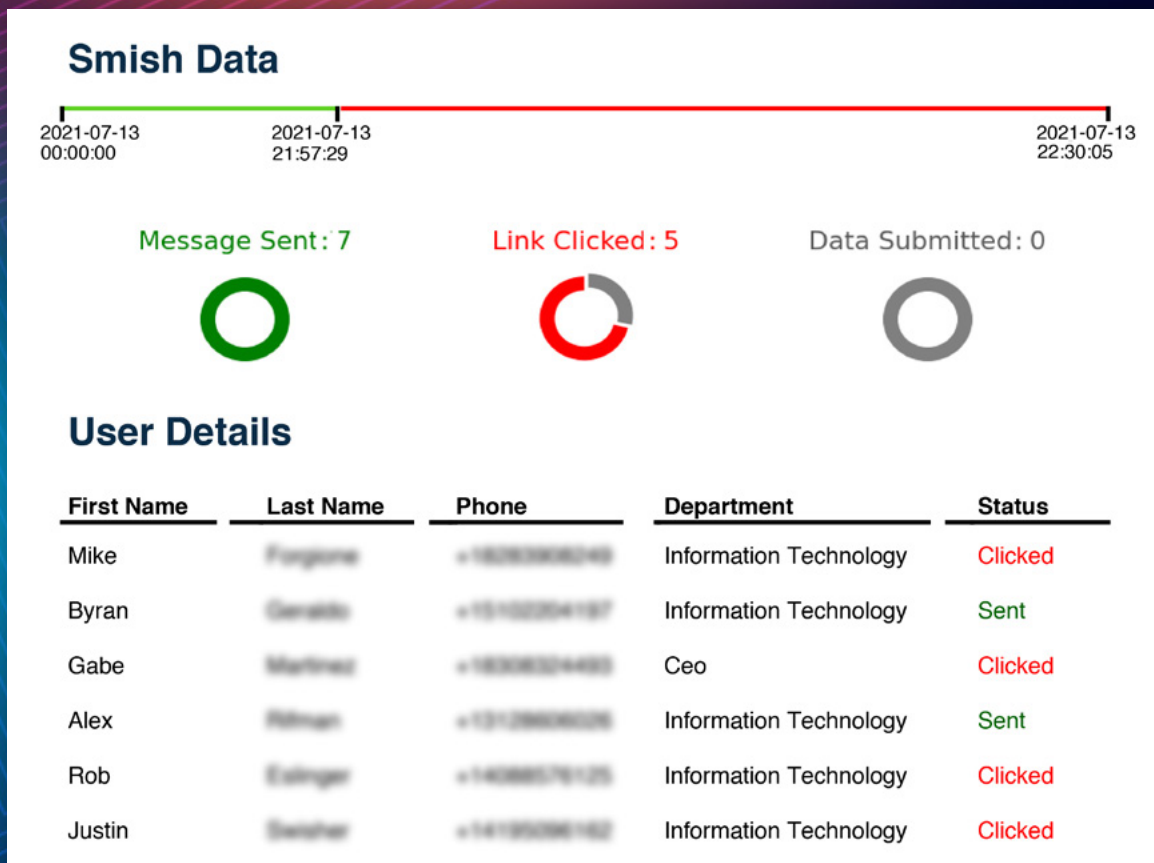
**of Americans own
a phone capable of
receiving text messages**

90%

**of all text messages
are read within 3
minutes of receipt**

45%

**of all text messages
get a response**



Identifying your vulnerabilities is vital.

Eighty percent of professionals use texting for business, which means their smartphones are carrying sensitive company data. And, you can't prevent security breaches if you don't know where or how they might occur. Analytica42 can provide the data you need to target and train employees vulnerable to smishing or whaling attacks. Contact us to find out how we can tailor a Smish Smash for you.

Smishing (v)

A phishing attack that involves text messaging

Whaling (v)

A targeted attempt to steal sensitive information from a company, aimed at senior management