Social Engineering Attacks on the Rise

Free April 13 "Hacking the Human" Webinar to Provide Tips for Spotting Sneaky Cyber Thieves

PHOENIX, Ariz. (April 10, 2017) – Social engineering – one of the more devious types of cyber attacks – is on the rise. A recent report reveals that [60 percent of enterprises have fallen victim to social engineering in 2016](#).

"Social engineering is the use of techniques designed to mirror 'normal' processes and behavior in order to maliciously 'trick' the victim into taking an action or providing information under false pretenses," said Michael Cocanower, founder and president of Phoenix-based itSynergy.

Cocanower said social engineering thieves are sneaky, using techniques such as phishing, baiting, tailgating, and many other deceitful tactics.

"Phishing emails appear to come from someone you know while baiting tries to exploit your curiosity. For example, if you receive an offer to click on a link to download free music, the link might contain malware," he said. "Tailgating occurs when the bad guy follows a person inside of a restricted area, or he or she might impersonate a vendor in order to gain entry into a location where they can access valuable data."

Cocanower, who has been recognized nationally and locally for his IT expertise, will discuss these and other social engineering techniques during the next free, 15-minute "Hacking the Human" webinar on Thursday, April 13 at 11:30 a.m. Interested participants should register at http://www.itsynergy.com/webinar.

The "Hacking the Human" webinars take place at 11:30 a.m. on the second Thursday of each month. The webinars are geared towards non-technical end users in business at any level in the company. Each webinar provides useful tips to ward off cyberattacks and more complex social engineering schemes that result in theft and corporate espionage.

More webinars are planned after April 13, including:

May 11 – Summer Vacation Tips

Kids just about out of school? Time to gas up the car and head out on the open road for the iconic summer vacation? Before everyone piles into the car, spend 15 minutes to learn about keeping yourself, your family, and your technology safe during summer vacation. Michael Cocanower will cover things like protecting your privacy, getting Internet access while traveling, and what to watch out for as you travel. So before heading out, make sure to get a tune-up, check your brakes, and attend this webinar to make sure your technology runs just as reliably as anything else!

June 8 – Protecting Your Electronic Assets

More and more, the most valuable thing a company has is no longer physical, like machinery or buildings, but it is their information, including documents, spreadsheets, PDF files and more. If that information were to fall in the wrong hands, it could be potentially disastrous for an organization. Learn some of the latest technologies available to help you maintain control of your data even when it leaves your organization. Want to be able to revoke access to a file you emailed to someone? Want to allow them to open the file but not print it? Want to keep them from copying and pasting the data to a file they control? All possible and relatively easy to do with the right tools – register today to learn more.

For more information, call itSynergy at (602) 297-2400 or visit www.itsynergy.com.

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About Michael Cocanower, Founder and President of itSynergy

He has his black belt in the Kung Sul division of Hwa Rang Do, a Korean martial art, so it's fitting that Michael Cocanower's passion is helping small and medium-sized businesses defend themselves against malicious cyber intruders. A Phoenix native, Cocanower founded itSynergy in 1997, and under his leadership, the company has experienced exponential revenue growth. A long-standing Microsoft Partner, itSynergy provides strategic technology management services for small and mid-sized organizations on a fixed monthly fee. Cocanower has received numerous awards and widespread industry recognition throughout his career, including being named one of 20/20 Visionaries in *Channel Pro Network* magazine's May 2016 issue. The magazine regularly turns to him for input on current IT trends, and called him a "shrewd and articulate observer of the SMB market." In addition, the Arizona chapter of Entrepreneurs' Organization (EO) recently appointed Cocanower to the board of directors as membership chair.

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