

About Booz Allen

Booz Allen Hamilton is a leading provider of management and technology consulting services to the US government in defense, intelligence, and civil markets, and to major corporations, institutions, and not-for-profit organizations. Booz Allen is headquartered in McLean, Virginia, employs more than 25,000 people, and had revenue of \$5.59 billion for the 12 months ended March 31, 2011. (NYSE: BAH)

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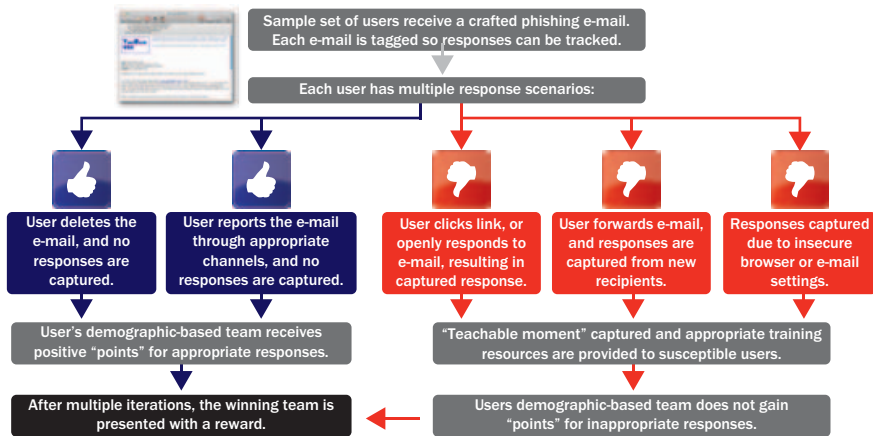
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STAR*Phish™

A Sustained Training Approach

Social engineering attacks—including phishing—are an increasingly common threat to every organization’s information technology (IT) enterprise. Phishing attacks target individual end users as the weakest link in the information security chain. Without sufficient awareness training, technology solutions can only partially mitigate the broad spectrum of social engineering threats. Mobile end users can be particularly vulnerable because they can be targeted at home or on travel and still impact an organization’s operations.

Today, most user awareness training consists of a static presentation or test event that is exercised on a periodic basis. However, given that attack methodologies are constantly evolving—quickly outpacing the level of training typically provided, especially within the social engineering attack context—more sophisticated training is needed to fully protect organizations from these threats.



Booz Allen Can Help You Be Ready for What's Next

Booz Allen Hamilton, a leading strategy and technology consulting firm, offers comprehensive STAR*Phish interactive awareness training and software services, which combine a sustained training component with live phishing exercises to provide consistent and evolving user awareness. Booz Allen’s Sustained Testing and Awareness Refresh for Phishing (STAR*Phish) solution offers our clients multiple benefits through tailored solutions that include the following components:

- **Focused Training.** “Teachable moments” are exploited to provide focused and tailored training for users that demonstrate susceptibility to phishing.
- **Evolving Threats.** Live exercises are performed regularly with escalated complexity based on the level of awareness demonstrated in previous exercises.
- **Tracked Metrics.** Metrics from exercises can be tracked over time to determine the effectiveness of training across various objectives and organizational demographics.
- **Customized Training.** Components of STAR*Phish awareness training service offering can be implemented separately or in tandem to meet specific organizational needs.

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delivering results that endure

Determining an organization's phishing risk and need for awareness training requires several considerations. A "yes" answer to any of the following questions indicates that STAR*Phish services and training might be right for your organization:

- Are you interested in finding out how susceptible your users are to phishing attacks?
- Do you have reasons to believe that your organization has been targeted with phishing attacks?
- Have you experienced security breaches as a result of social engineering or phishing?
- Do you want to determine whether your users are aware of proper reporting procedures for phishing?
- Do you want to avoid loss of time, money, and functionality resulting from compromised resources?
- Would you like to be able to track training effectiveness over time?
- Would "hard evidence" get management buy-in for a more effective security program?

Booz Allen's Approach to Phishing Awareness Training

Booz Allen has the technical expertise, depth of experience, and integrity to help you test and maintain the security of your critical systems. Our approach to phishing awareness training replicates sophisticated phishing methodologies while providing effective training to susceptible users. We simulate the actions of an attacker using live phishing exercises that are coordinated with security and response personnel. We then exploit teachable moments through training offered using realworld situations. Booz Allen's world-renowned management practices and analytical and technological experts will ensure that testing is performed without disruption of your ongoing mission-critical operations and with full consideration of your organization's goals.

Our phishing awareness training service offering is differentiated by:

- A patent-pending approach that merges testing and training components
- Client-focused planning and management
- Client-driven exercise and training objectives
- Content developed by industry-recognized subject matter experts
- Robust, customizable framework
- Reliable and effective metrics analysis

Booz Allen's STAR*Phish Service Offerings

- **Live Exercises.** Live exercises are coordinated using the firm's proprietary Phishing Metrics Tool. This tool allows testers to develop and send convincing phishing e-mails, track responses in real time, and analyze and track various other metrics such as response rates. As user responses are tracked, teachable moments are exploited to train users while actions and perceptions are still fresh. Exercise components can be run without training to establish base metrics, or included as part of the firm's penetration testing offering, which analyzes the impact of successful phishing attacks.
- **Training.** The training simulation provides an engaging and informative environment that walks users through identification of suspicious e-mails and reinforces organizational reporting procedures. The training is designed to require users to be fully engaged—they are not just clicking through and acknowledging screens. HTML 5-based training (mobile accessible) is offered as a stand-alone component as well as a voluntary training resource.
- **Sustained Awareness.** Periodic training at set times has limited effectiveness because users tend not to retain the knowledge over long periods of time. And threats do not occur on a set schedule, further undermining this training approach. Our service offering is instead a sustained effort to address evolving threats and to provide users with consistent training opportunities. Ongoing exercises and regularly updated training content requires that users maintain their awareness at all times rather than on a quarterly or yearly basis.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.