

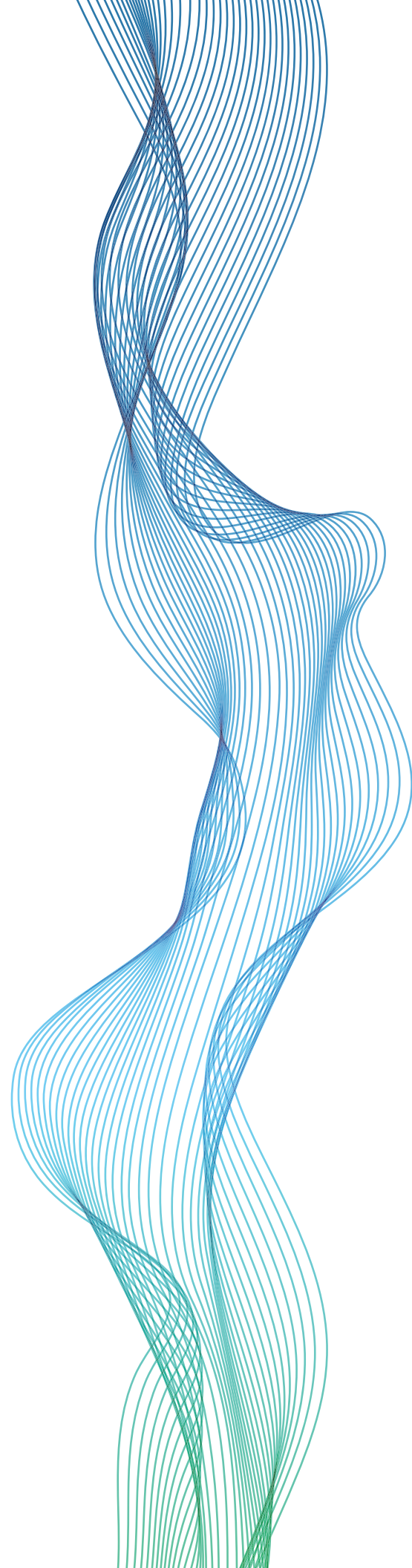
# USING AI TO PREVENT PHISHING ATTACKS

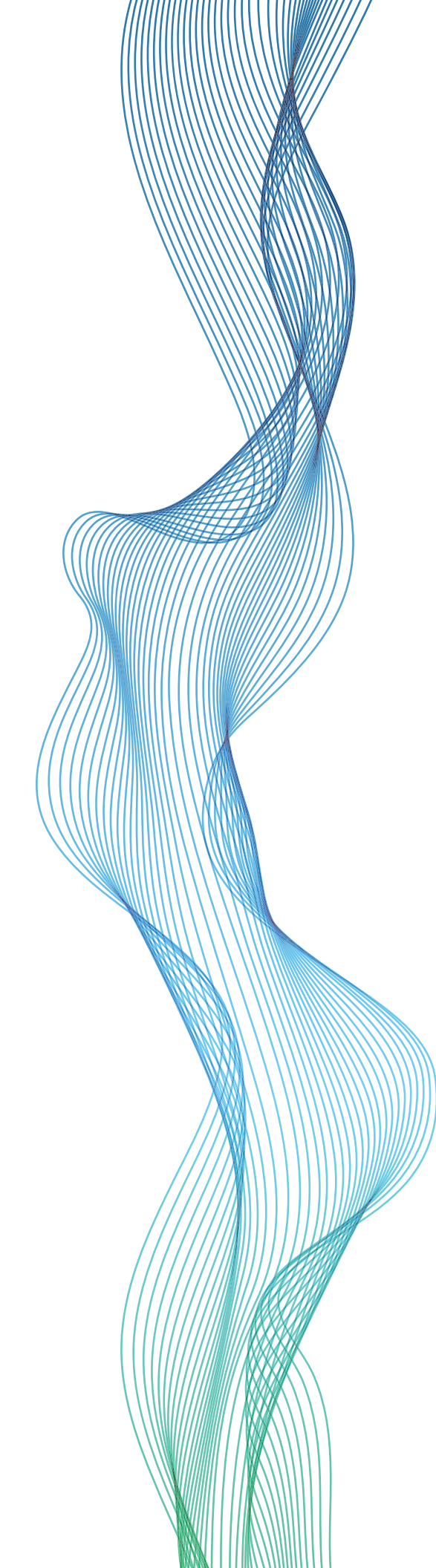
## A Proactive Approach to Secure Your Organization

With an increase in the number of cybercriminals using AI to disguise their invasions, phishing attacks pose a significant challenge for businesses relying on conventional security methods. In today's ever-changing technology landscape, AI continuously makes new developments, making it easier for cybercriminals to attack. However, AI advancements, such as AI inbox filtration software, can be leveraged to eliminate the risk of phishing attacks before they even arise.

Business owners must understand which tools are necessary to protect their organization from cybercriminals growing more sophisticated in their attack methods. While cybersecurity training modules are helpful, their benefits decrease over time, and retention decreases after a few months. According to the 2021 Verizon Data Breach Investigations Report (DBIR), "85% of breaches involve 'the human element,'" and AI email filtration systems are far more capable of detecting phishing emails than employees. With human error accounting for a high percentage of phishing attacks, companies must learn how to leverage AI tools to compete with cybercriminals.

Phishing has existed for decades, but content-generating AI has made it more difficult for the average user to detect phishing emails. Now that cybercriminals can use AI to proofread and edit





their messages, removing any grammatical errors or misspelled words, it is increasingly difficult for employees to discern fraudulent emails from real emails.

Blue Sky Technologies combats AI phishing using AI-based detection methodologies that automatically detect whether an email is coming from a credible source. It removes fraudulent emails before delivery, improving any organization's cybersecurity. Suppose an organization utilizes post-delivery email filtration software. In that case, there's still a window of opportunity for an employee to unknowingly expose the company network to vulnerabilities before the software can remove the email from their inbox. Blue Sky Technologies's software tracks if company data is improperly secured, detects if employees are storing company data on unsecured servers or locations, and notifies network administrators to address the issue before the company is exposed to an unnecessary breach.

## CONTACT US

At Blue Sky Technologies, our job is to sift through emerging technologies and deliver simple IT solutions to businesses that need to scale safely, efficiently, and securely. Contact us today for custom solutions that fit your unique business needs.



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