



Nominee Showcase Presentation

ISE[®] North America Executive Forum and Awards 2012

Company Name: Paychex, Inc.
Project Name: Paychex Phish Market
Presenter: Todd Colvin, CPP, CISSP, CISA, CISM, GSNA
Presenter Title: Enterprise Data Security Director





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Company Overview

PAYCHEX[®]

- Paychex, Inc. (NASDAQ:PAYX) is a leading provider of payroll, human resource, and benefits outsourcing solutions for small-to medium-sized businesses.
- 12,000 Employees
- \$2.2 billion annual revenue
- United States and Germany
- Debt free!





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Presentation/Project Overview

- Employees and clients are presented with numerous fraudulent emails on a daily basis and routinely seek professional guidance regarding handling procedures
- The light bulb moment:
 - Bizarre Foods host Andrew Zimmern
 - Tsukiji Fish Market – Tokyo, Japan
 - The Dangers of Stone Fish
- The idea was to create a visually captivating website capable of automatically assessing and communicating the existence of fraudulent emails within the corporate network



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Overview of Business Challenge

The growing cost of processing phish:

	Daily Harvest (unique phish)	Daily Effort [DH * 15 min]	Annual Harvest (261 days) [DH * 261]	Annual Effort [AH * 15]	Annual Hours [AP / 60]	% of FTE (2088 hours)	Annual Labor Rate [HLR * 2088 * % of FTE]
Low	6	90	1566	23490	392	.187	\$16.5k
Average	12	180	3132	46980	783	.375	\$33k
High	24	360	6264	93960	1566	.75	\$66k





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Project Scope/Goals

- Increase client and employee awareness
- Provide tools that teach the methods for spotting common fraudulent emails
- Communicate previously captured phish
- Reduce manual burden (automate phish assessment)
- Reduce response time
- Reduce operating costs
- Make it scalable (reduce the need for additional staffing)
- Make it fun and visually appealing so that employees (and eventually clients) will want to return to the website



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Project Results



PHISH WATCH: "Direct" (ADP) Email

Fake "GoPayment (Intuit) Email"

Fa

*Want a professional's opinion?
 Click Here and send me that suspicious phish!*
 -Phish Monger Phil

Welcome to the Phish Market!

The Phish Market is full of fresh information and support when it comes to dealing with those stinky fraudulent emails sent by scoundrels that are phishing for your information. We've all seen 'em, but sometimes it's hard to tell if it's a legitimate email or a fraudulent one. That's where the Phish Market comes in!

At the Phish Market you can:

- Learn all about Phishing
- See current fraudulent emails
- Use our checklist to analyze suspicious emails
- Upload a suspicious email so we can analyze it for you





10th Anniversary

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Lessons Learned/Best Practices

- Properly align internal infrastructure resources prior to introducing an externally developed website
- Retain your service provider's services beyond the development phase, to fully test and deploy your solution
- If you make security fun for your target audience, you'll garner greater support

