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## UTECH Shares 3 Best Practices for Thwarting Phishing Attacks

### *Leading Provider in Managed Technology Services Teaches Cyber Security Prevention Measures*

ANN ARBOR, MI – October 2020 - UTECH, a leading managed technology services provider (MTSP), is helping small to mid-sized businesses (SMBs) thwart cyberattacks and protect their organizations from unnecessary downtime by addressing the most common tactic that cybercriminals use to attack modern workplaces; phishing. Phishing is the fraudulent practice of sending emails purporting to be from reputable companies in order to induce individuals to reveal personal information, such as passwords and credit card numbers. According to PhishMe research, “91% of the time, phishing emails are behind successful cyberattacks.” UTECH is helping businesses identify the 3 tell-tale signs behind the majority of successful phishing attacks and how mere employee awareness can eliminate the vast majority of this threat from entering an organization.

“The overwhelming majority of security breaches caused by phishing are completely avoidable,” stated Kevin Van Kannel, President of UTECH. “While cybercriminals have grown more sophisticated in their approach, the average attack consists of the same key ingredients: an undereducated employee, effective bait and a temporary lapse in judgment. While we are in the business of securing an organization’s entire network and protecting them from any threats whatsoever, there are some initial steps that will safeguard a company without costing much time, energy or capital expenditure. These measures we’d like to share are

extremely easy to implement and are excellent first steps in protecting a company from cybercrime.”

The first sign to look for is the sender’s name in the “From” field of the email. Cybercriminals often use misspelled email addresses, such as JohnnyStealyastuff@gmail.com, for example, in order to deceive the receiver into thinking that the email is coming from a reputable company. At a quick glance, many recipients won’t recognize the typo in the address field and they’ll open the email which opens them up to the bait.

The next step for employees is to hover their mouse over links, instead of clicking them without thinking about it. Lots of hackers use very long links or they hope that the recipient will just click on the link right away instead of previewing the destination by hovering above and making sure that the domains match where they expect to be directed. If the preview link looks suspicious, that’s probably because it isn’t a legitimate offer. We recommend deleting these types of emails.

The final step for employees is to look in the footer. One of the current laws around email marketing requires senders to leave a physical address within the footer of the email. This is often left-out by cybercriminals and is a very easy way to tell if the email is a phishing attempt. Furthermore, there should also be an “Unsubscribe” button at the bottom of the email, which is another step that most hackers ignore.

By simply addressing these three initial steps, SMBs can avoid the vast majority of cyberattacks coming at their business. They are some of the simplest, yet most effective ways at minimizing risk within an

organization. “If all organizations were even this educated about cyberattacks, we would see a dramatic drop in incidents,” concluded Van Kannel.

### **ABOUT UTECH**

UTECH was established in 1975 in Ann Arbor, Michigan. UTECH is a growing company that is recognized as a leader in office and information technology solutions and services.

UTECH offers state-of-the-art products and unwavering customer service that has helped grow and expand their operations throughout Michigan.

UTECH employs a staff of over 30 people and provides the following products and services: a variety of IT solutions, including managed network capabilities, multi-function printers & copiers, managed print services, VoIP phone systems, digital and interactive displays, document management solutions, thermal imaging kiosks, postage meters and mailing solutions. UTECH can attribute much of their growth over the past several years by specializing in customized IT and Smart Office Solutions.

UTECH’s focus extends beyond the products and services they offer. They are dedicated to supporting the local communities in which they operate, including many non-profit organizations, Chambers of Commerce, high school and collegiate academics and athletics.

For more information on UTECH’s business products and services contact UTECH, 1995 Highland Drive, Suite. C, Ann Arbor, MI 48108. For online company and product information, visit our website at [www.utecit.com](http://www.utecit.com)