

BrightCloud® Real-Time Anti-Phishing Service



OVERVIEW

- » The most dangerous phishing sites are short-lived, living minutes or hours, not days
- » Static phishing lists are too slow to keep up with the pace of today's attacks
- » The BrightCloud® Real-Time Anti-Phishing Service provides security vendors with the ability to leverage time-of-need site scans to prevent users from visiting malicious sites

The internet is littered with millions of new phishing sites that appear and disappear in the blink of an eye. To protect your customers, detection times must be measured in milliseconds, not days. The BrightCloud Real-Time Anti-Phishing Service enables partners to provide significantly better protection than static or crowd-sourced phishing blacklists against zero-hour phishing threats. Backed by the most advanced machine learning technology in the industry and the Webroot® Threat Intelligence Platform, the service provides best in class protection against one of the most pervasive threats facing businesses today. Vendors of anti-fraud services, email security, email infrastructure, social media, SMS, web browsers, endpoint security, DNS, perimeter security appliances, search engines, mobile carriers, mobile apps, and others now have a comprehensive solution with which to protect their customers.

A recent survey from The CyberEdge Group found that phishing threats are one of the top concerns of security professionals in 2016.¹ Phishing and spear phishing attacks are now aimed at businesses of all sizes, and are a preferred method cybercriminals use to breach networks.

Analysis of phishing attempts by the Webroot® Threat Intelligence Platform shows that during 2015, approximately 50% of Webroot customers experienced a first contact with a zero-day phishing site. (All subsequent contact attempts by Webroot customers were automatically blocked.)

Phishing attacks are so sophisticated, they often fool IT security professionals. Static anti-phishing blacklists, even if updated hourly, are often ineffective against today's phishing attacks. Real-time URL validation is the only truly effective protection against zero-hour attacks, disguised redirection, and recently hijacked websites. The BrightCloud® Real-Time Anti-Phishing Service protects users by ensuring they visit only the websites they intend to interact with. Sites are verified at the time of the request to ensure they are legitimate and safe.

¹ 2016 Cyberthreat Defense Report, The CyberEdge Group, February 2016 ² Webroot 2016 Threat Brief, February 2016

“Combining Webroot’s capabilities with RSA’s automated phishing detection help us more rapidly qualify suspected phishing sites and quickly determine which URL requires further investigation.”

Avi Rosen, Director of Anti-Fraud Solutions, RSA

STOPPING PHISHING ATTACKS IN THEIR TRACKS

The BrightCloud Real-Time Anti-Phishing Service identifies and stops advanced phishing attacks, helping prevent security breaches and data losses. The service leverages advanced machine learning and content classification to automate the detection of phishing sites.

In extensive testing, this new approach detects phishing sites three to five days ahead of the competition – a major breakthrough in the defense against phishing attacks. These sites are typically live very briefly to avoid detection by other anti-phishing technologies, so early detection is critical.

The service crawls and evaluates requested URLs in milliseconds using hundreds of site attributes as well as external factors associated with the site. This includes correlated intelligence from the contextual analysis engine, such as web reputation, IP reputation, how long the site has been in existence, recent threat history, etc. The service returns a risk score for each requested URL.

PARTNER BENEFITS

- » **Differentiate yourself from your competition**
Offer highly accurate, next-generation, real-time protection against phishing attacks
- » **Leverage the Webroot® Threat Intelligence Platform**
Harness the world’s most powerful cloud-based security analysis engine
- » **Easy to integrate, easy to use**
Simple integration into your solution via RESTful API and an SDK
- » **Minimal impact on user experience**
Sites are scanned in real time to provide advanced protection with minimal user interruption

BRIGHTCLOUD REAL-TIME ANTI-PHISHING SERVICE IN ACTION

Whenever users access the internet, the BrightCloud Real-Time Anti-Phishing Service can protect them from accidentally compromising their accounts or picking up malware from malicious sites. Additionally, this service can be integrated to:

- » Improve web security for network appliances
- » Identify new zero-hour threats for anti-fraud services
- » Provide safe web browsers and plugins
- » Enhance email filtering software and endpoint security products
- » Filter user generated content in social networks, blogs, and messaging apps

INTEGRATION OPTIONS

Webroot provides a RESTful web service, as well as an SDK, allowing partners to incorporate the BrightCloud Real-Time Anti-Phishing Service into their own solutions with ease. Additionally, this service combines with existing security solutions through the same SDK as other BrightCloud services, making integration as simple and straightforward as possible.

About Webroot

Webroot delivers next-generation endpoint security and threat intelligence services to protect businesses and individuals around the globe. Our smarter approach harnesses the power of cloud-based collective threat intelligence derived from millions of real-world devices to stop threats in real time and help secure the connected world. Our award-winning SecureAnywhere® endpoint solutions and BrightCloud® Threat Intelligence Services protect tens of millions of devices across businesses, home users, and the Internet of Things. Trusted and integrated by market-leading companies, including Cisco, F5 Networks, Aruba, Palo Alto Networks, A10 Networks, and more, Webroot is headquartered in Colorado and operates globally across North America, Europe, and Asia. Discover Smarter Cybersecurity™ solutions at webroot.com.

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