

Trusted Impact Q2 Newsletter:

Welcome to the latest Trusted Impact newsletter, sent to our important clients and contacts across Australia.

While our focus and strength is information security, our goal is to help our clients improve their bottom line. As we approach mid-year, a range of global business issues such as skyrocketing petrol prices, the liquidity of equity markets and consumer confidence are continuing to cause our clients to reconsider their risk appetite and how they manage the impact of these trends on their businesses.

Therefore, the main theme of this newsletter is to highlight some of our unique approaches to unlock value from your existing assets, secure your sensitive information in these uncertain economic times and optimise your environment for unimpeded revenue growth.

Better leverage your existing infrastructure. In a recent discussion we had, a company purchased an "Intrusion Detection System" to achieve compliance for the payment card industry standard that is being rolled out ([PCI-DSS](#)). Whilst it enabled them to get the auditor's 'tick in the box', it was not delivering value to the business, nor was it properly configured to help them protect their assets. Our white paper on [Reducing Cost and Increasing Security](#) describes how an organisation might be able to rationalise its assets within a broader holistic security perspective to get both, improved security at a reduced cost.

Protect your revenues and information flows. Due to popular demand in the area of [Network Assessments](#), we have defined three approaches to meet the differing needs of clients. These three general styles can be tailored to suit varying requirements; ranging from a basic external vulnerability assessment, an "inside and out" approach which reflects internal as well as external vulnerabilities and threats, through to a fully customised selection of techniques for clients that either deal with critical data such as credit cards, or who have more complex IT environments.

Improve "value for money" with our [Part time Security Mentor](#). Simply put, one of our industry veterans complement your team on a part-time basis. For many of our clients, it is expensive and challenging to maintain information security expertise, or your business may not justify a full time role. The Trusted Impact 'Part-time Security Mentor' programme leverages experts who partner closely with both your information technology experts and your business executives on an "as needed" basis to develop a roadmap or programme of improvement that meets your needs and business requirements.

Focus your security efforts on some of the latest hot spots: "Whaling" is a relatively new term in our industry ([article here](#)). Many of you have probably heard of "Phishing", where thieves attempt to fraudulently obtain personal information from a large number of consumers, "Whaling" is the other end of the spectrum, where tailor-made viruses and mal-ware is intentionally placed on the computers of your senior executives (intentionally termed "insiders" for ASIC purposes) to gather highly sensitive business information that can be exploited. Today's signature-based anti-virus programs (the vast majority of the market), will not pick up these targeted attacks. Our approach of "Tailored, Independent, Outcomes... Guaranteed" means we apply highly skilled technicians with tailored anti-virus expertise to evaluate the risk of this threat to your organisation and can help supplement your company's IT efforts with a short, targeted diagnostic to understand and reduce your risk. Find out more with our [PC Security Check](#).

You'll find further details at our newly refurbished site www.trustedimpact.com.au, or contact us via:

telephone on: 03 8623 2890, or
email at: secure@trustedimpact.com

Kind regards,



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