



Jeff O'Neill
VP of Sales

Technolink of the Rockies Leverages New Artificial Intelligence (AI) to Protect Small to Mid-Sized Companies From the Latest AI Phishing Attacks

*Leading Managed Technology Services
Provider Helps To Secure
Organizations*

ENGLEWOOD, CO – September 29, 2023 - Technolink of the Rockies a leading Managed Technology Services Provider (MTSP), announced today that the company is protecting small to medium-sized businesses (SMBs) from the latest style of cyberattack. While phishing has long been a method used by cybercriminals, new developments in AI have made it easier for cybercriminals to disguise their phishing attempts, which is making it much more challenging for businesses to stay protected through conventional means. While most organizations offer cybersecurity training to employees or utilize “post-delivery” email filtration tools, human error is still the leading cause of breach. Technolink of the Rockies is leveraging AI inbox filtration software to help business owners eliminate phishing attacks from ever reaching employee inboxes in the first place, so this risk is completely eliminated.

Cybercriminals are growing more sophisticated in their methods of attack and business owners need to understand which tools are necessary to protect their organizations. While business owners typically engage employees

in cybersecurity training modules, unfortunately those trainings have deteriorating benefits over time, where even after only a few months, retention drops off. According to the 2021 Verizon Data Breach Investigations Report (DBIR), “85% of breaches involve 'the human element'” and it’s no secret that “Bob from shipping” will never be as capable of detecting phishing attempts when compared to an AI email filtration system. With human error accounting for 85% of phishing attacks, it’s vital that companies learn how to leverage AI for their benefit, in order to compete with the technology of cybercriminals. Jeff O’Neill, VP of Sales of Technolink of the Rockies, stated, “You don’t bring a knife to a gunfight. Nor should you try to fight AI hackers without AI tools on your side.”

Phishing has been around for decades, however, content generating AI, like ChatGPT, have made it much more difficult for the average user to detect phishing emails in the modern age. In the past, it was relatively easy for an end user/employee to read a fraudulent email and to detect it because there was often awkward, non-native phrasing or slight misspellings in the email which would indicate that it was not

credible. However, now that cybercriminals can ask AI to proofread and edit their messages so there are no grammatical errors, misspelled words, and the tone sounds just like a native-speaker, it will become much more challenging for employees to accurately discern fraudulent emails from real emails in the near future.

Technolink of the Rockies is combatting AI-phishing by using AI-based detection methodologies which can automatically detect whether or not an email is coming from a credible source or not. More importantly, it also removes fraudulent emails “pre-delivery” instead of “post-delivery,” as is standard amongst most newer types of commonly used phishing prevention systems. When the IT department can eliminate the human element from making any errors whatsoever, needless to say, this improves the cybersecurity of any organization. This is particularly crucial because if an organization utilizes a “post-delivery” email filtration software, there’s still a small window of opportunity for a fast-responding employee to unknowingly expose the company network to vulnerabilities, before the software can remove the email from their inbox.

Technolink of the Rockies's software also does double duty, by constantly surveying the company network to track if company data is being improperly secured. For example, "Bob from Shipping" might be storing company files on a personal Dropbox/Google Drive account, which will need to be secured at the same level as other data storage centers Technolink of the Rockies's software can immediately detect if employees are storing company data on unsecured servers/locations and notify network administrators so they can address the issue before the company is exposed to a completely unnecessary breach.

"AI is both a blessing and curse for business owners," added Mr. O'Neill. "Our job is to sift through all of the emerging technologies and to deliver simple IT solutions to businesses that need to scale safely, efficiently and securely."

ABOUT TECHNOLINK OF THE ROCKIES

Founded in 1983, Technolink of the Rockies is able to fulfill all of its customers' technology needs. The company is the premier resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT

Services, Network Security, Video Conferencing and Disaster Recovery. Technolink of the Rockies has built a team of professional voice and data specialists whose goals are maximum customer satisfaction through total customer service. The company designs, implements and monitors end-to-end solutions.

Technolink of the Rockies delivers the future by linking business technologies today! For more information, please call 303-790-8700 or visit us at www.asktechnolink.com.