

## **CoSentry Cyber Security Strategy Assessment Tool Allows Executives to Identify Complex Risk Issues in Just Minutes**

CoSentry, one of the fastest growing secure Cloud Services providers has released a simple, fast, free assessment tool on their website to help business and financial executives identify potential areas of vulnerability in their current information systems environment.

“We worked with the world’s leading security authority to develop a ‘crayon easy’ tool to help busy executives better understand potential threats to their business and the most effective ways to mitigate the top threats,” disclosed Manny Quevedo, Vice President of Development at CoSentry. “This non-intrusive, confidential tool available on our website allows the non-technical executive to answer a series of questions, get immediate definitions and assess their requirements. It took months working with some of the best minds in cyber security to properly quantify, in simple business terms, these important issues. We are not a security consulting firm, but we work with the best in order to provide the most secure infrastructure and platforms available. These matters are of paramount concern to our clients,” he continued.

The recent breach at Epsilon, the largest distributor of permission-based email in the world, exposed millions of individual email addresses belonging to customers of Epsilon’s extensive and exclusive client base. A clear concern from a breach of this nature is that it opens the door for more precise ‘spear phishing’ attacks against compromised consumers as the attackers now have millions of verified active email addresses that are known to be affiliated with certain companies. While the information that was harvested may seem like a minor threat, targeted phishing attacks yield a higher “hit rate” than a blind spamming campaign as users are more likely to click on a link embedded in an email that addresses them by name and appears to originate from a trusted source.

“Unfortunately, these scenarios are more likely than not to occur and the results can be devastating. Even if the responsibility for the compromise is with an outsource vendor, the company’s name can be used in notifications and appear in news coverage. Whether it is related to the initial compromise or not, customers can lose trust in their business partners,” added Annalea Sharack, Manager of Compliance and Security for CoSentry. “The benefits of outsourcing IT services are significant but the security measures that must be applied are complex and require careful examination. Implementation of a comprehensive risk assessment process can provide organizations the ability to understand and enhance service continuity, data security, and compliance requirements in a way that buys down risk smartly and avoids lost revenue and reputation,” she continued.

To learn more about how your company can benefit from deliberate cyber risk analysis, please visit <http://www.cybersecurityassessment.com/>

### ***About CoSentry***

CoSentry serves as a one source provider of data center, cloud computing and managed technical services. For over 10 years CoSentry has been helping clients create and protect technology platforms to compete in today’s ALWAYS ON business environment. Business leaders depend on CoSentry’s world-class capabilities including collocation, virtual server and storage

platforms, high-capacity internet and technical help desk services to keep their businesses running – no matter what. CoSentry has facilities in Kansas City, MO, and Sioux Falls, SD, Papillion, NE and Omaha, NE.

*For more information about CoSentry, please visit their main [Data Center / Colocation](#) web site.*