

# The Global Cyber Alliance

**Less Talk and More Action: How the Global Cyber Alliance  
is Making a Difference and you Can Too**

# GCA Founders





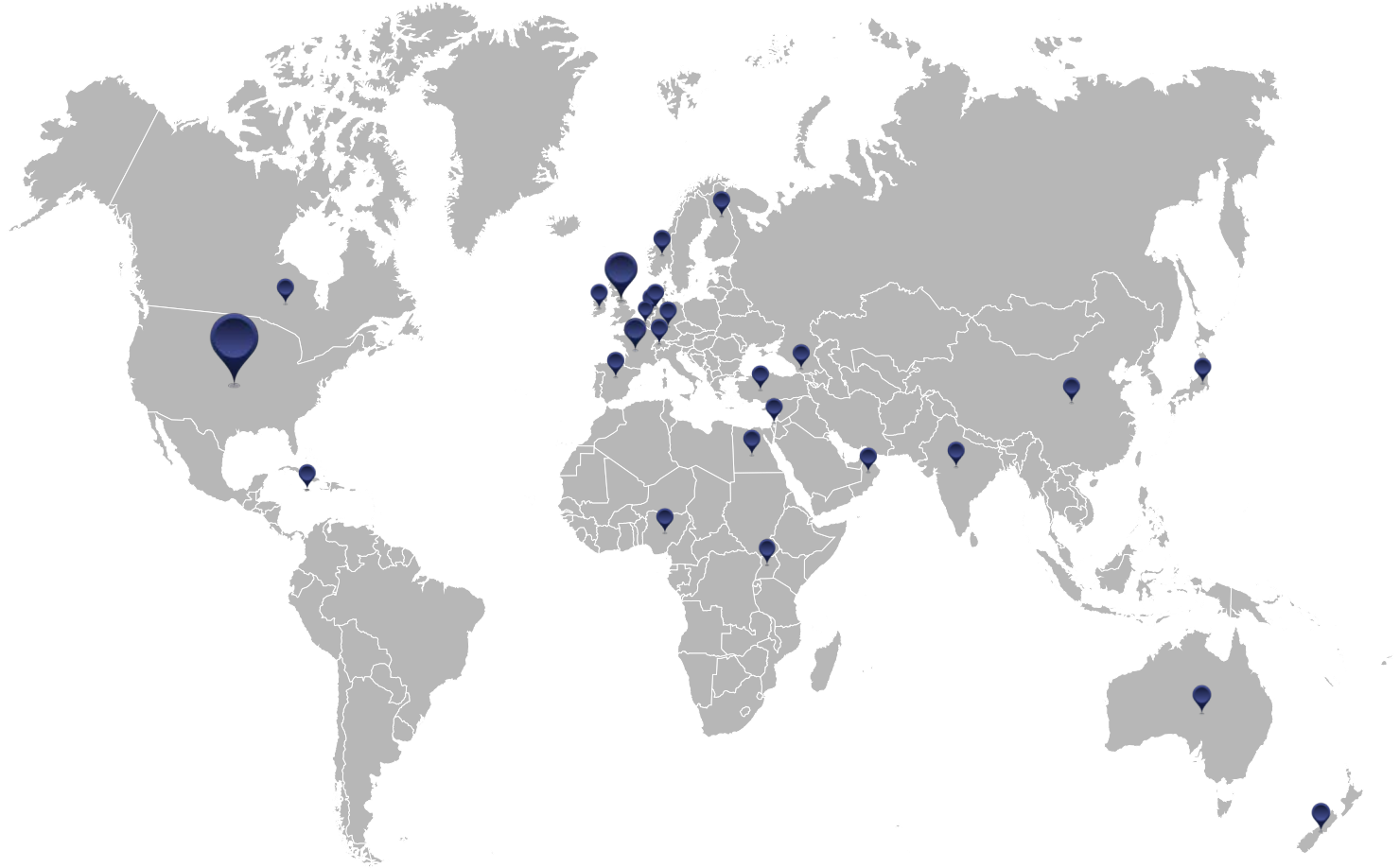
## Value of Partnering with GCA

Join and support the GCA mission to:

- Unite global communities
- Implement concrete solutions to eradicate cyber risk
- Measure the effect

# GLOBAL PARTNERS

Australia: 4  
Belgium: 1  
Canada: 1  
China: 1  
Denmark: 1  
Egypt: 1  
Finland: 1  
France: 6  
Georgia: 1  
Germany: 3  
India: 2  
Ireland: 1  
Israel: 1  
Jamaica: 1  
Japan: 1  
Netherlands: 4  
New Zealand: 1  
Nigeria: 1  
Norway: 1  
Oman: 1  
Spain: 1  
Switzerland: 5  
Turkey: 1  
Uganda: 1  
United Kingdom: 63  
United States: 130



# GCA's International Partnership Network

Partners: 235

Sectors: 18

Aerospace, Communications, Education & Training, Energy, Financial, Government, Health, Humanitarian, Insurance, Legal, Real Estate, Retail, Risk Management, Maritime, Security, Technology, Telecommunications, Travel

Countries: 26

Australia, Belgium, Canada, China, Denmark, Egypt, Finland, France, Georgia, Germany, India, Ireland, Israel, Jamaica, Japan, Netherlands, New Zealand, Nigeria, Norway, Oman, Spain, Switzerland, Turkey, Uganda, United Kingdom (England and Scotland), United States



# Addressing Cyber Risks

Cyber risks affect more than one organization, are above the enterprise level, and are material

# PHISHING

A Global Risk

Phishing has broad-reaching impact around the globe and can incur serious consequences to individuals, businesses and governments.

Could lead to

- Ransomware or other malware
- Fraud (false wire transfer requests)
- Theft of PII

Why is it successful?

- Difficulty in determining if message came from legitimate source
- From\Sender address is spoofed

# SOLUTION:

# DMARC



## A PROVEN WAY TO MITIGATE RISK

Domain-based Message Authentication, Reporting and Conformance (DMARC)  
It's like an identity check for your organization's domain name.



# DMARC Video Series

- Business case for implementing DMARC
  - Available in English, Spanish, French, Japanese & Mandarin
  - Planned rollout of video translations in more languages 2018
- <https://www.youtube.com/watch?v=Ct0pElguGsY&t=4s>
- Setup Guides
  - Office 365
  - Google G Suite
- 90 Days to DMARC Toolkit



# Current Translations:

- Arabic
- Azerbaijani
- Bulgarian
- Cantonese
- French
- German
- Hebrew
- Hindi
- Japanese
- Korean
- Latvian
- Malay
- Mandarin
- Portuguese
- Russian
- Spanish
- Turkish

## Sampling of DMARC Setup Guide Translations

The screenshot shows the German version of the DMARC setup guide. The header includes the DMARC logo and navigation links: "EINRICHTUNG VON DMARC", "SO FUNKTIONIERES", "ÜBER DMARC", "RESSOURCEN", and "KONTAKT". The main heading reads "Geben Sie Ihre Domain ein, um die Einrichtung von DMARC zu starten." Below this, there is a detailed paragraph in German explaining the purpose of DMARC and the first step of the setup process. The footer contains the text: "Bitte geben Sie die Domain aus der E-Mail-Adresse Ihrer Organisation ein - genau so, wie sie nach dem @-Zeichen in der E-Mail-Adresse erscheint."

The screenshot shows the Chinese (Mandarin) version of the DMARC setup guide. The header includes the DMARC logo and navigation links: "设置 DMARC", "运作原理", "关于 DMARC", "资源", and "联系我们". The main heading reads "输入您的域名 开始 DMARC 设置". Below this, there is a detailed paragraph in Chinese explaining the purpose of DMARC and the first step of the setup process. The footer contains the text: "请输入来自您的机构的邮箱地址的域名, 必须与邮箱地址中@后的内容完全一致。例如, 对于这个邮箱地址, info@globalcyberalliance.org, 应该在文本框中输入的域名应为 globalcyberalliance.org"

The screenshot shows the Japanese version of the DMARC setup guide. The header includes the DMARC logo and navigation links: "DMARCの設定", "その仕組み", "DMARCについて", "リソース", and "お問い合わせ". The main heading reads "ドメインを入力して DMARCの設定を開始します". Below this, there is a detailed paragraph in Japanese explaining the purpose of DMARC and the first step of the setup process. The footer contains the text: "最初のステップとして、貴社がこれら3つのポリシーのうちいずれかを使用しているかどうかを確認します。"

# Benefits of DMARC



- Inbox Protection: Provides a way for participating senders and receivers to streamline the analysis process by coordinating their efforts
- Supported by 85% of **consumer** US Inboxes (Google, Yahoo, Microsoft)\*
- ~ 76% of **consumer** Inboxes worldwide are protected by DMARC\*
- 4.8 billion mailboxes worldwide\*
- Visibility: Provides insight into attempts to spam, phish, or even spear-phish using your organization's brand/name

# The Power of DMARC



## Aetna

Each year, the program prevents approximately **60 million fraudulent email messages from being delivered**. The result is lower risk and better engagement: click-through rates on Aetna emails improve by 10 percent every year. DMARC adds a trust component to emails and is a core component to Aetna's trusted email program.

## Her Majesty's Revenue & Customs (UK)

In one year we've stopped **300 million phishing emails that were fraudulently using our email address**. If we can do it anyone can! GCA is doing a great job helping organisations with practical solutions to loading DMARC.



## Efficacy to Date

- Tool launched October 2016
- More than 27,100 users of the Setup Guide
- From 180 countries
- In almost 6,000 cities
- More than 28,200 unique domains tested
- ~ 20% conversion rate (5,500+ domains)



Quad9

9.9.9.9

---

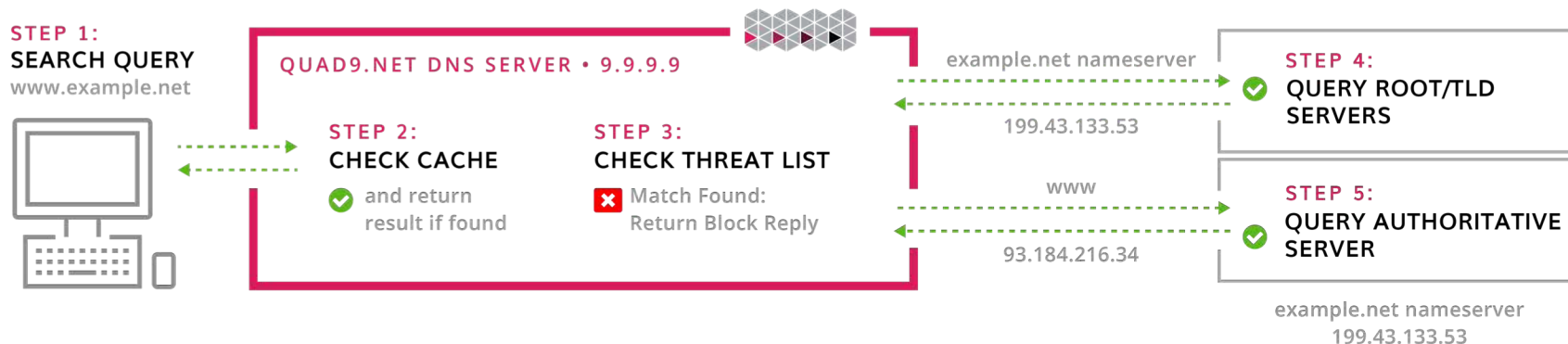
Quad9.net

Quad9  
In Collaboration With:





# Quad9: A DNS Service



- Global open recursive DNS platform
- Populated by data crowd-sourced from the security industry
- Strong privacy controls built in (not even we know the source of requests)
- Core/root DNS level reliability on infrastructure
- NO INDIVIDUAL REPORTING OF BLOCKS!





# HOW QUAD9 IS DIFFERENT

---

- Focus on “operationalizing” threat intelligence that is “at rest” in a DNS filtering sense from security vendors
- A strong focus on preserving privacy for users
- We do not provide individualized reports/reporting
- We focus on malware command and control (c2) domains, exploit kit domains, phishing domains, etc.
- Platform is populated by crowdsourcing threat intel from many providers (commercial and non-commercial)
- Creates a compound view of the threat landscape!



# Worldwide Distribution of Quad9 Anycast Resolvers



## EFFICACY TO DATE

---

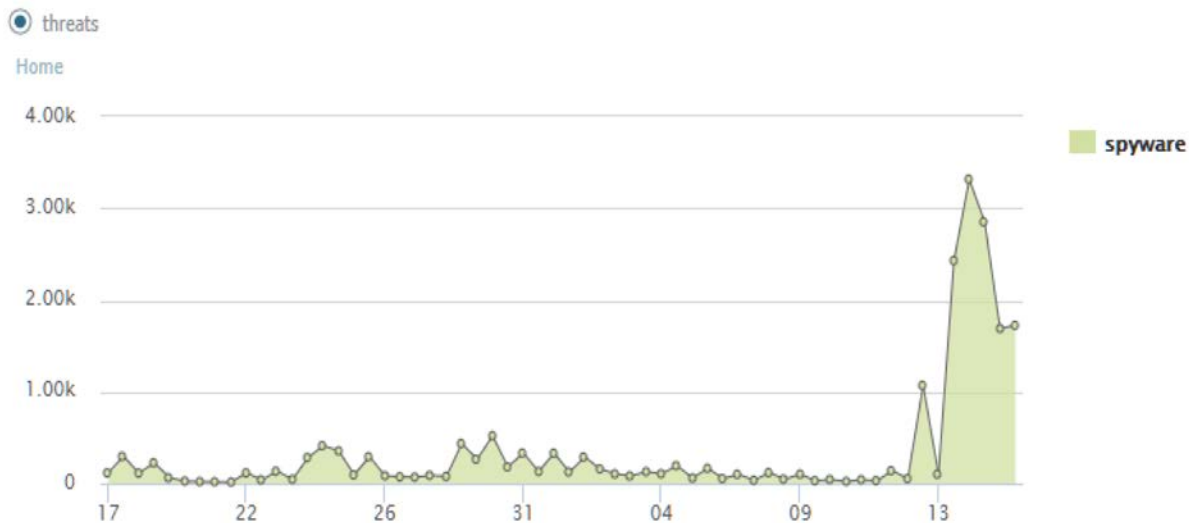
- Since public launch, November 2017:
  - 60-times increase in usage
  - Blocked access to more than 360 million malicious sites
- Access to up to 2 million malicious domains blocked each day
- 19 threat intelligence feeds
- 131 locations in 79 countries
- Deployed on all continents, except Antarctica



# Testimonials

- One pre-release adopter saw 50% decrease in AV alerts and 30% decrease in IDS alerts

- Results from a user in the Education Sector when Quad9 was inadvertently bypassed



# HOW CAN YOU CONNECT?



▶ CONTACT US AT  
[Info@Quad9.net](mailto:Info@Quad9.net)

▶ VISIT US AT  
[Quad9.net](http://Quad9.net)





## IoT Smart City Security Initiative:

### Progress to Date

#### In Progress:

- ✓ Honeyfarms
- ✓ DNS Threat Signaling
- ✓ IoT Smart City Critical Controls
- ✓ Best Practices
- ✓ Contractual Framework
- ✓ Cyber Ranges
- ✓ Roundtables: NYC, London, Portland, New Orleans, Singapore





What's Coming Next...



# GCA Cybersecurity Toolkit

*For Small Business*



# Thank You!

[www.GlobalCyberAlliance.org](http://www.GlobalCyberAlliance.org)

[MRahmani@GlobalCyberAlliance.org](mailto:MRahmani@GlobalCyberAlliance.org)

[@GlobalCyberAlln](#)