

SOLUTION

**EmailAuth.io™**  
**HumanFirewall™**

INDUSTRY

Medical Publishing

CHALLENGES

- Users unable to detect phishing attempts.
- Reporting channels were not being used properly.
- Unable to identify users or departments at higher risk.
- Retrieving and correlating email domain usage statistics into something meaningful.

BENEFITS

- Automated phishing simulation campaigns.
- Gamified approach to training users who at risk.
- A simplified and integrated reporting button which can also act as a remediation tool.
- Concise and usable reporting for email domain usage.
- Immediately able to identify unauthorised email channels.

# The British Medical Journal Mobilises Their Users as a Human Firewall

World renowned medial publisher upgrades their email security toolkit to stub out the root of network breaches.



## The Environment

The British Medical Journal, otherwise known as the BMJ is one of the world's oldest medical publications, starting in 1840. Since 1995, the BMJ has been fully online, with subscription access to their works on their website and via email.

As a highly-respected industry voice and reputable source of medical knowledge, the BMJ tirelessly works to defend its image, its brand and its credibility, both in the physical and virtual worlds. With over 500 users strong, their attack surface is significant; and on a number of occasions have detected or thwarted attempts to spoof their email domain or gain a foothold into their network using phishing as a vector.

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## The Challenge

To meet the challenges of being both a highly respected publication and target for malicious actors. The BMJ wanted to focus on upgrading their email security capabilities, using both human and technology, beyond anything they had tried previously.

"The challenge for us is to make training effective, it is not news to us that our users are targeted. We wanted a solution which could arm our users with enough knowledge to detect fraudulent emails; and crucially the ability to report it easily", commented Aaron Townsend, the Head of Service Delivery for the BMJ.

"On the other side of the coin, it is imperative that we have the capability to detect when our email domain is being spoofed, to protect our brand. Email is a large part of our

business and a multi-dimensional challenge", he added.

When an email domain is being spoofed, there are two critical points of concern. That your brand lose credibility with customers, suppliers and partners; and that your genuine emails being sent from your domain may be blocked by email filtering solutions in an attempt to reduce non-genuine emails.

## The Solution

The BMJ chose two email security solutions from the same parent group. Human Firewall for phishing simulation and training; and EmailAuth for email domain reporting and protection using DMARC. With the chosen supplier of the two solutions being Advanced Cyber Solutions.

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**Advanced Cyber Solutions were able to match our requirements to the solution feature set perfectly.**

As a phishing simulation and training solution, Human Firewall is now being used to send false-flag phishing emails. Recipient users have a report button available in their email application which they can use should they suspect and detect the attempt. Those who fall for the attempt are offered a short on-screen gamified training scenario to help prepare them for another simulation or the real thing.

"One of the things which really captured our attention with Human Firewall is the report button can also act as a remediation action. If just one recipient user detects a real phishing attempt and presses the report button, any instances of that same email will be removed from every users inbox. Fundamentally, the entire organisation can be protected by one well-trained user" commented Aaron.

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however with a much poorer interface which would result in the monthly importing and exporting of reporting information. mind that Systematic would become yet another long term customer of Ipswitch MOVEit Transfer, finding a place for its vast feature set not just in the original use case but in other areas of the business too.

## The Benefits

BMJ users now participate in a quarterly simulation event which seeks to build a risk score across the team. Those who report are rewarded and those who are lured in are offered cyber awareness training. As a result, BMJ are building a phishing aware human defence force. The BMJ, also now has deployed Human Firewall's report and remediate button which is not just used as a metric for evaluating the success of a phishing simulation campaign but also can protect the organisation in the case of a real world attack.

For outbound email domain spoofing, BMJ are able to continue their journey in blocking such attempts by using EmailAuths unrivalled metrics and reporting capabilities. In the trial period alone, BMJ were able to identify disused email routes being used, something they were unaware of.

## About Advanced Cyber Solutions

Advanced Cyber Solutions is a European award-winning IT security solutions and services provider. Headquartered in London with customers in the UK, US, Scandinavia and Benelux, Advanced Cyber Solutions is quickly gaining a reputation as a best of breed industry leader. Their rapid growth and impressive capabilities are a winning combination.

<https://www.advancedcyber.co.uk>

[info@advancedcyber.co.uk](mailto:info@advancedcyber.co.uk)

+44 (0) 203 290 3417

