

Net++
TECHNOLOGY
www.netpp.rs

 **upecajme**

IT KLINIKA
www.it-klinika.rs



Upecaj me – phishing problem

Email

Percentage
spam rate

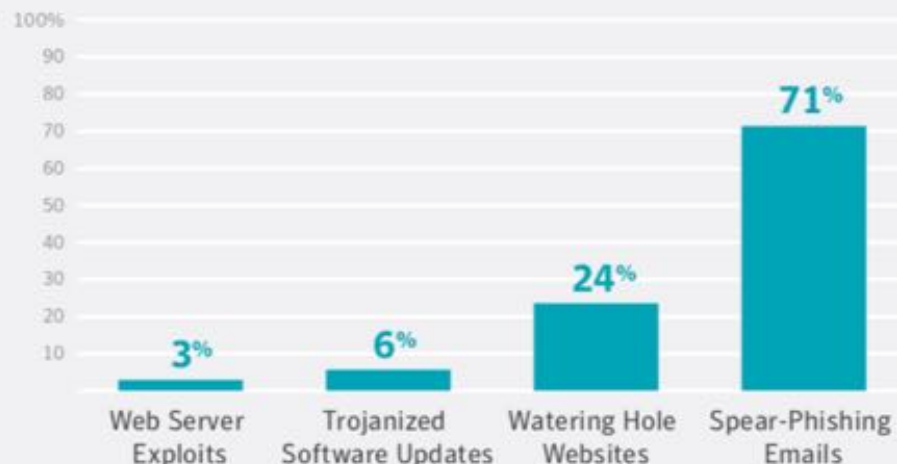
2015
53%

2016
53%

2017
55%

Targeted attack infection vectors

Known infection vectors used by targeted attack groups. Spear phishing is by far the most popular.



“Spear-phishing emails emerged as by far the most widely used infection vector, employed by 71 percent of groups.”

Symantec ISTR 23 (2018)

Upecaj me – phishing problem



*Prosečna **cena phishing napada** za srednja preduzeća u SAD?
\$1.6 miliona*

*Prema SANS institutu, **95%** od svih napada na preduzeća su rezultat uspešnih **ciljanih (spear) phishing** napada.*

*Prema Symantec-u, phishing je **u porastu** kod svih grana privrede i preduzeća svih veličina — **nijedna kompanija nije sigurna.***

*Prema Webroot Threat Report-u, skoro **1,5 miliona** novih phishing sajtova se kreira svakog meseca.*

Upecaj me – phishing problem

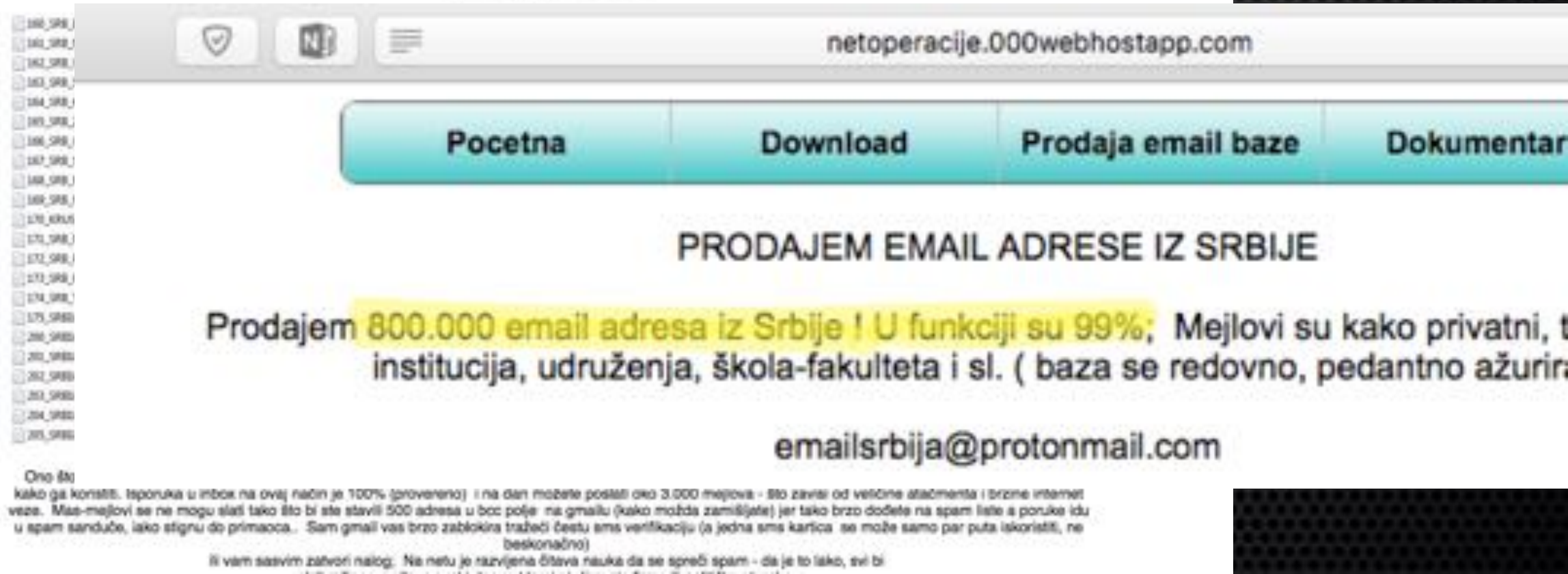
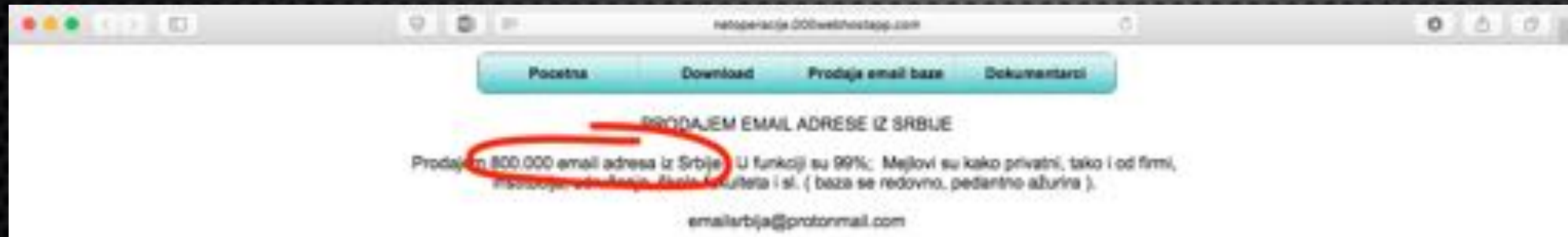


*Većina, ako ne svi, vaši zaposleni verovatno nisu u mogućnosti da prepoznaju phishing email — prema Intel-u, **97%** ljudi širom sveta **ne mogu da prepoznaju** sofisticirani phishing email.*

*Prema Deloitte-u, **jedna trećina potrošača** je rekla da će prestati da radi sa firmama koje su imale cyber security upad/curenje podataka, čak i ako nisu pretrpeli materijalnu štetu.*

*Prema Aviva, nakon curenja podataka firme, **60% kupaca** će razmišljati o odlasku kod konkurencije, a **30%** će to i stvarno uraditi.*

Upecaj me - phishing problem



Upecaj me – phishing problem

Pocetna Download Prodaja email baze Dokumentarci

PRODAJEM EMAIL ADRESE IZ SRBIJE

Prodajem **800.000** email adresa iz Srbije u funkciji su 99%. Mejlovi su kako privatni, tako i od firmi, razlicitog sadržaja. Šalje se kućima i sl. (baza se redovno, pedantno ažurira).

emailsrblja@protonmail.com

186_SRB_BGD_PRIVREDA_128000.et	206_SRBIA_BOJE_LAKOVI/HEMIA_43.et	226_SRBIA_PCKA_25.et	252_SRBIA_RADOB_STAMPCE_580.et
182_SRB_NOVI_SAD_PRIVREDA_88000.et	207_SRBIA_BEGGA_ODECA_SBRACKI_50.et	221_SRBIA_PODOLJE_85.et	251_SRBIA_STVOSTELA_251.et
182_SRB_KALJEVO_PRIVREDA_39000.et	208_SRBIA_SECURITY_86.et	212_SRBIA_POLJOPRIVREDA_12000.et	254_SRBIA_ZDRAVSTVENE_MSTAVOVE_CENTRI_281.et
183_SRB_SUBOTICA_PRIVREDA_78700.et	209_SRBIA_GEDMETRI_70.et	219_SRBIA_KOMPUTERI_88000.et	255_SRBIA_VETICI_82.et
184_SRB_KRAJINSKI_PRIVREDA_207000.et	210_SRBIA_GRADIVINA_SVE_87500.et	214_SRBIA_SEKUND_SROVINE_30000.et	256_SRBIA_DONORA_ZDRAVLJA_38000.et
185_SRB_ZRENAVAN/VIBAVI_KIKINDA_PRIVREDA_40400.et	211_SRBIA_CATERINGI_24000.et	215_SRBIA_HIGIJENA_HEMIA_24000.et	257_SRBIA_KP_ZAPOSLJENI_13000.et
186_SRB_CACAK_PRIVREDA_37000.et	212_SRB_KRNOVI_RACUNOVOD_REVIDIA_111000.et	220_SRBIA_SPORT_OPREMA_25000.et	258_SRBIA_NEKRETNINE_94000.et

Odgovorno tvrdim da ovako "čistu" baza mejlova i tehnologiju nema niko u Srbiji !

Ponuda je ozbiljna i sve je tačno kako sam napisao.

Ceo paket košta **20.000 din** (800.000 mejlova + softver + uputstvo); CD šaljem poštom i plaća se pouzećem.

(Eventualno možete uzeti polovinu baze za 10.000 din. da vidite efekte slanja, ili ako nemate novca).

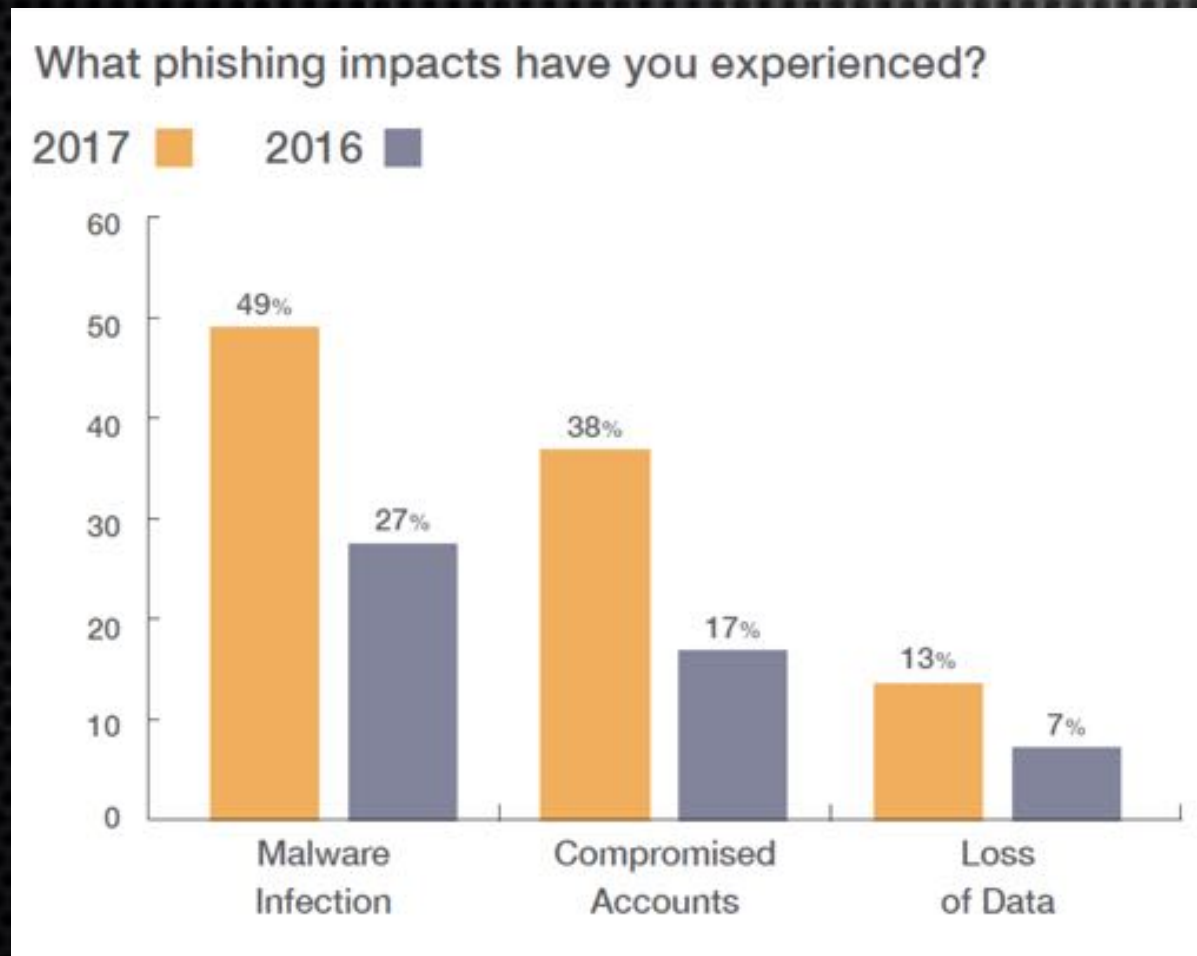
Ako ste zainteresovani, pišite mi na : emailsrblja@protonmail.com

Pored mejlova dajem i 20-ak linkova za detaljno pretraživanje firmi Srbije po delatnostima !

u spam sanduču, lako stignu do primaoca. Sam gmail vas brzo zablokira tražeći čestu sms verifikaciju (a jedna sms kartica se može samo par puta iskoristiti, ne beskonačno)

ili vam sasvim zatvorim nalog. Na netu je razvijena čitava nauka da se spreči spam - da je to lako, svi bi

Upecaj me – phishing problem



Izvor: Kvartalna anketa infosec profesionalaca za 2018 - State of the Phish Report

Upecaj me – tipovi phishinga

- Spear phishing
- Clone phishing
- Whaling
- Voice phishing (Vishing)
- SMS phishing (Smishing)

Upecaj me – primer/demo

* Prijavom prihvatom uslove učešća

USLOVI PRIJAVE I UČEŠĆA

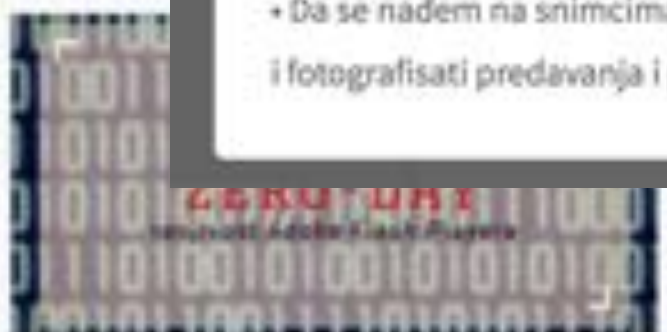
X

Prijavlivanjem za događaj dajem saglasnost

• Da učestvovanje u demonstraciji mogućnosti proizvoda koji će biti predstavljeni na događaju

• Da organizator Net++ technology, kao i njegovi partneri na ovom događaju, mogu da me kontaktiraju iz poslovnih razloga i da po toj osnovi šalju svoje ponude na moju adresu e-pošte ili da me kontaktiraju telefonskim putem, do povlačenja saglasnosti, elektronskim ili telekomunikacijskim putem.

• Da se nadem na snimcima i fotografijama koje će organizator koristiti u svojim budućim marketing aktivnostima. (Net++ technology će snimati i fotografisati predavanja i predavače na događaju za spostvene svrhe, pri čemu i drugi učesnici mogu da se nađu na snimcima i fotografijama).



Upecaj me – primer/demo



Hello,

We're updating our Terms of Service and wanted to give you an overview of some of what's new. These changes impact our [User Agreement](#), [Privacy Policy](#), [Cookie Policy](#) and [Professional Community Policies](#) and are effective May 8, 2018. Anytime we make updates, we hope to make it easy for you to understand your choices and the control you have over your data and content on LinkedIn.

[Click to Agree](#)

Check out my [blog post](#) for full details. Here's some of what's new:

- We make it even [easier to understand](#) the data we have about you, how you can correct it and how you can ask us to stop using it.
- Our new settings give you more [control over ads](#) you see and more transparency about the data shared with advertisers.

Upecaj me – primer/demo



Hello,

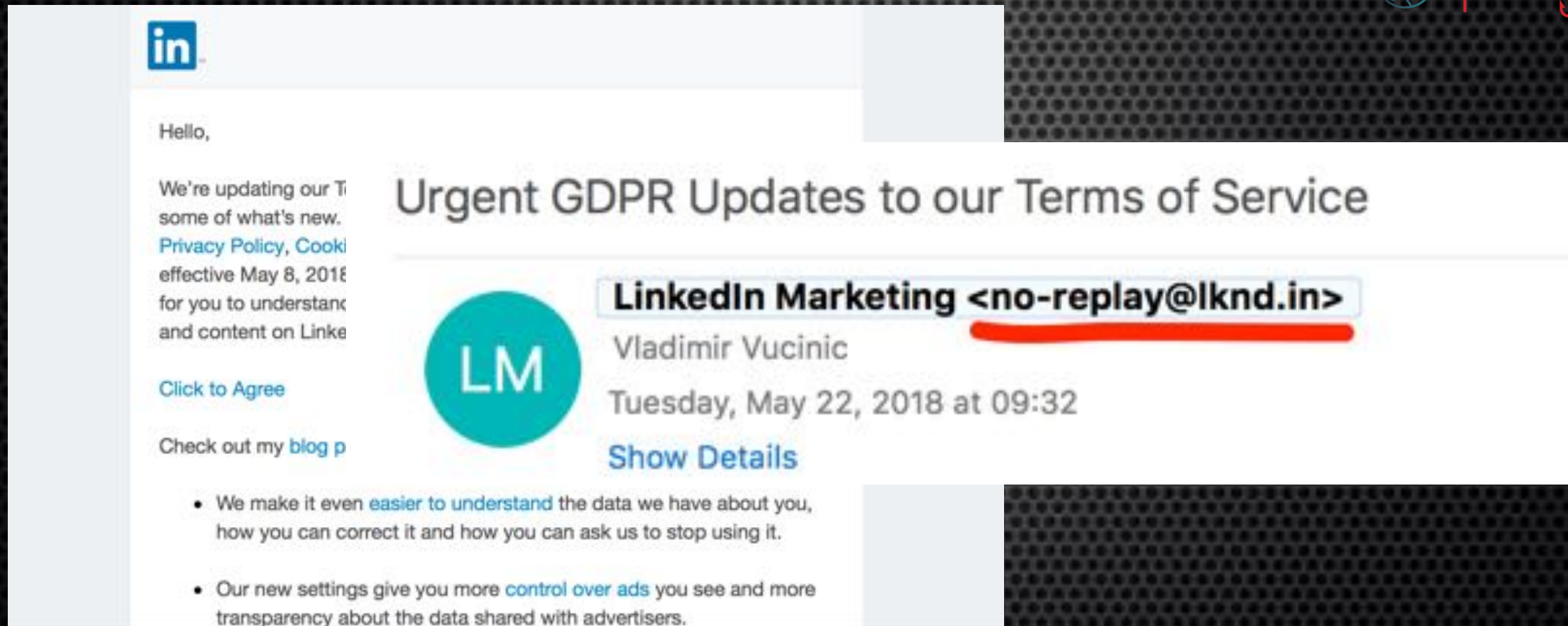
We're updating our Terms of Service and wanted to give you an overview of some of what's new. These changes impact our [User Agreement](#), [Privacy Policy](#), [Cookie Policy](#) and [Professional Community Policies](#) and are effective May 8, 2018. Anytime we make updates, we hope to make it easy for you to understand your choices and the control you have over your data and content on LinkedIn.

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Upecaj me – primer/demo

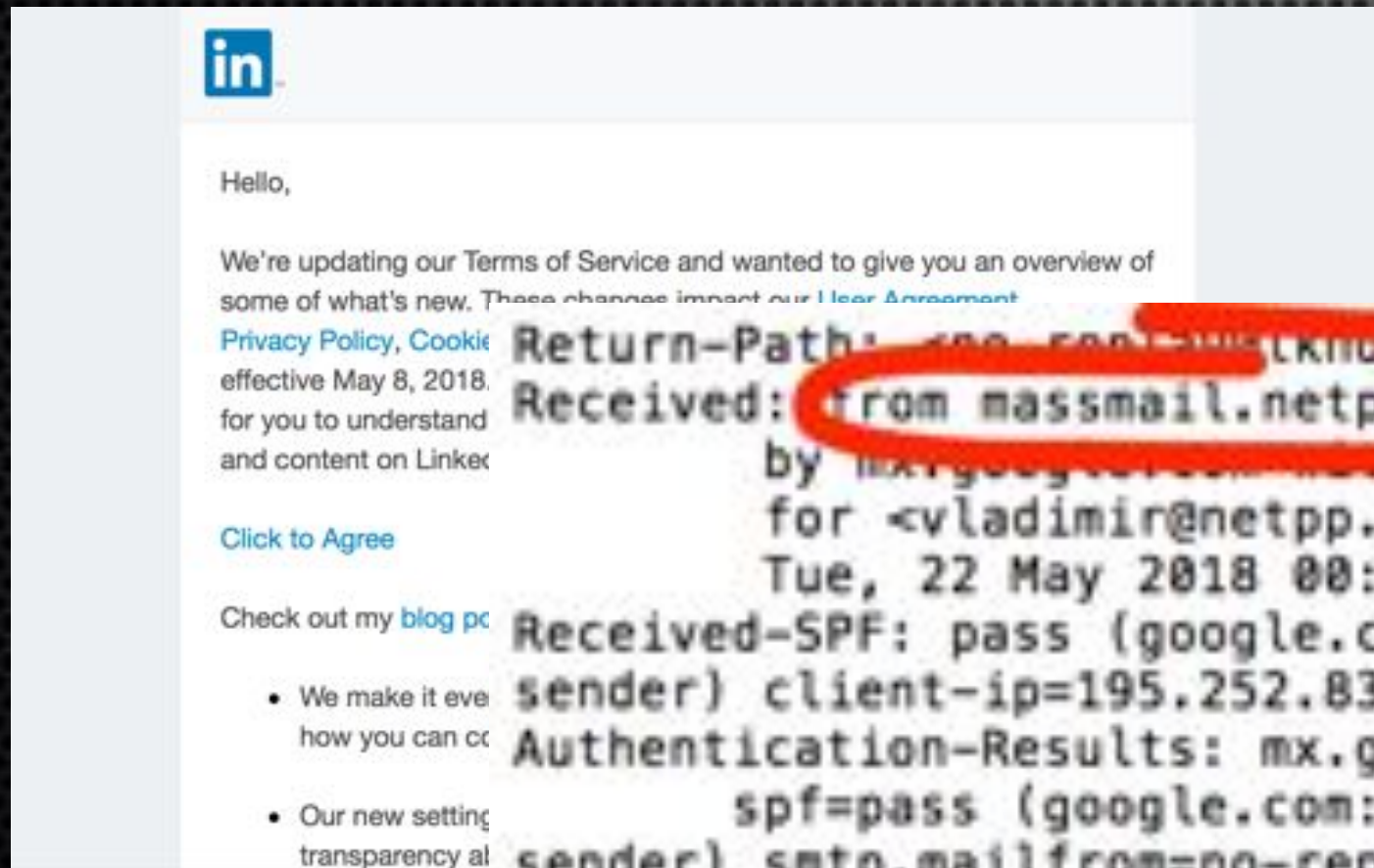


The image shows a screenshot of an email notification from LinkedIn Marketing. The email is titled "Urgent GDPR Updates to our Terms of Service". The sender is identified as "LinkedIn Marketing <no-replay@lknd.in>" with a red underline under the email address. The recipient is "Vladimir Vucinic". The email was sent on "Tuesday, May 22, 2018 at 09:32". There is a "Show Details" link below the sender information. The main body of the email contains two bullet points:

- We make it even [easier to understand](#) the data we have about you, how you can correct it and how you can ask us to stop using it.
- Our new settings give you more [control over ads](#) you see and more transparency about the data shared with advertisers.


On the left side of the email, there is a sidebar with the LinkedIn logo, a "Hello," greeting, and a link to "Click to Agree".

Upecaj me – primer/demo



```
Return-Path: no-reply@lknd.in
Received: from massmail.netpp.local ([195.252.83.163])
    by mx.google.com with SMTP id z124-v6si10155706wmg
    for <vladimir@netpp.rs>;
    Tue, 22 May 2018 00:32:55 -0700 (PDT)
Received-SPF: pass (google.com: domain of no-reply@lknd.in
sender) client-ip=195.252.83.163;
Authentication-Results: mx.google.com;
    spf=pass (google.com: domain of no-reply@lknd.in de
sender) smtp.mailfrom=no-reply@lknd.in
Received: from massmail (localhost [127.0.0.1])
    by massmail.netpp.local (Postfix) with ESMTPS id B6
    for <vladimir@netpp.rs>; Tue, 22 May 2018 09:32:54
```

Upecaj me - primer/demo




Hello,

We're updating our...
[Privacy Policy](#), Co...
effective May 8, 20...
for you to underst...
and content on Lin...

[Click to Agree](#)


Check out my [blog](#)


lknd.in

Updated 1 day ago 

DOMAIN INFORMATION

Domain:	lknd.in
Registrar:	Name.com LLC (R65-AFIN)
Registration Date:	2018-05-08
Expiration Date:	2019-05-08
Updated Date:	2018-05-08
Status:	clientTransferProhibited serverTransferProhibited

 **vlada.in**
is available

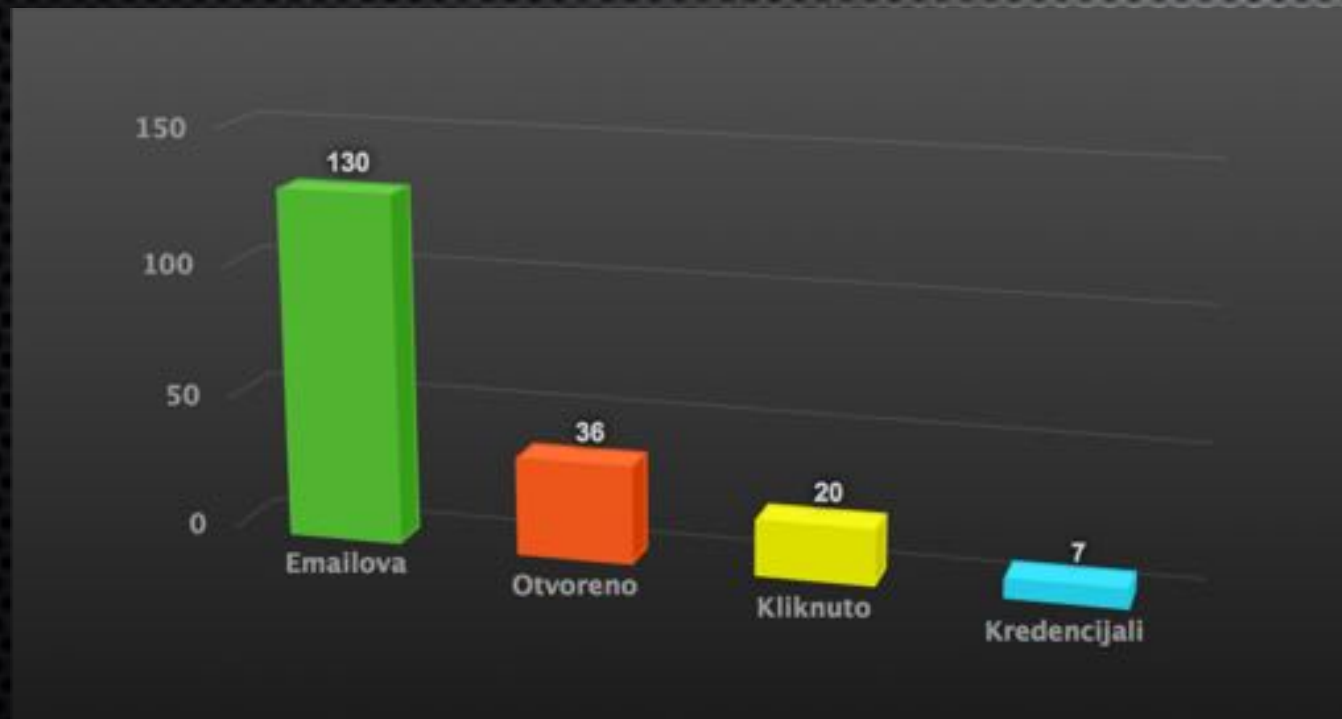
1 year 

\$ 9.88

Select

Name:	Vladimir Vucinic
Organization:	Net++ technology
Street:	Bulevar vojvode Misica 39a

Upecaj me - rezultat



130 emailova (100%)

**36 potvrđeno otvorenih
(27%)**

20 klikova (15%)

**7 gubitka kredencijala
(5%)**

Upecaj me - rezultat



Prema Verizon Data Breach Investigations Report, **30% phishing poruka se otvori, a 12% klikne na link** ili otvori maliciozni prilog.

Ako naše podatke/statistiku povežemo sa raspoloživih 800.000 email adresa u Srbiji, dobijamo:

$800.000 \times 5\% = 40.000$ **username/password-a** (samo u Srbiji)

$800.000 \times 15\% = 120.000$ **će kliknuti** na recimo maliciozni link

"Mejlovi su kako privatni, tako i od firmi, institucija, udruženja, škola-fakulteta i sl. (baza se redovno, pedantno ažurira)."

Upecaj me



The image shows a login form for the 'Upecajme' application. At the top is the 'Upecajme' logo, which consists of a circular icon with a stylized 'u' and the text 'upecajme' in a red and blue font. Below the logo are three input fields: a username field containing 'admin', a password field with masked characters and a 'I forgot my password' link, and a 'Remember me?' checkbox. A green 'Log In' button is positioned below these fields. The entire form is enclosed in a light gray border.

Upecaj me

The screenshot displays the upecajme dashboard interface. At the top left, the user's name 'Bojan Sekulic' is visible next to a profile icon. The main heading reads 'Welcome bojan!'. Below this, there are four prominent KPI cards:

- EMAIL SENT:** 77 (blue card with envelope icon)
- EMAIL OPENED:** 74 (green card with envelope icon)
- CLICKED LINK:** 42 (pink card with link icon)
- SUBMITTED DATA:** 22 (purple card with document icon)

Each KPI card includes a 'View List with details' link and a settings gear icon. Below the KPIs, there are six functional buttons arranged in two rows:

- Template Management
- Sending Profiles
- Groups & Contacts
- Contact list
- Launch Campaign
- Test Campaign

At the bottom of the dashboard, there is a section titled 'Articles (1 out of 200 items)'.

Upecaj me



The screenshot displays the upecajme dashboard interface. On the left, there is a sidebar with the upecajme logo and the name 'Bojan Sekulic'. Below the name is a 'Dashboard' link. The main content area features a 'Create new Template' button at the top. Below this is a table with the following structure:

Name	Subject	Action		
LinkedIn Marketing	Urgent GDPR Updates to our Terms of Service	View	Edit	Delete

Upecaj me

The screenshot displays the upecajme web application interface. A modal window titled "Create new Template" is open, allowing the user to define a new email template. The form includes the following fields and elements:

- Name:** A text input field containing "LinkedIn Marketing".
- Subject:** A text input field containing "Urgent GDPR Updates to our Terms of Service".
- Body:** A rich text editor with a toolbar containing icons for undo, redo, bold, italic, underline, link, unlink, bulleted list, numbered list, indent, outdent, text color, background color, link, unlink, and help. Below the toolbar is a "Source" view toggle and a "Styles" dropdown menu set to "Normal".
- Text Content:** The body text reads: "Hello, We're updating our Terms of Service and wanted to give you an overview of some of what's new. These changes impact our [User Agreement](#), [Privacy Policy](#), [Cookie Policy](#) and [Professional Community Policies](#) and are effective May 8, 2018. Anytime we make updates, we hope to make it easy for you to understand your choices and the control you have over your data and content on LinkedIn." Below this text is a blue link labeled "Click to Agree".
- Footer:** A small text field containing "body" and a "p" tag.
- Buttons:** "Close" and "Save" buttons are located at the bottom right of the modal.

The background shows the upecajme dashboard with a sidebar containing the logo and user name "Djani Sokolic", and a main content area with a "Create new Template" button and a table with columns for "Name" and "Action". The table contains one entry for "LinkedIn Marketing" with "View", "Edit", and "Delete" action buttons.

Upecaj me

The screenshot displays the upecajme web application interface. The top navigation bar includes the upecajme logo on the left and a user profile dropdown for 'Bojan Sekulic' on the right. The left sidebar contains a circular profile picture of Bojan Sekulic and a 'Dashboard' link. The main content area is titled 'Sending Profiles' and features a 'New Profile' button. Below this is a table with two columns: 'Name' and 'Email'. The table contains one entry: 'LinkedIn Marketing' with the email address 'no-reply@linkedin.com'.

Name	Email
LinkedIn Marketing	no-reply@linkedin.com

Upecaj me

upecajme

Bojan Sekulic +

Launch Campaign

Home / Campaign

Template:

SELECT TEMPLATE

SELECT TEMPLATE

LinkedIn Marketing

Sending Profile:

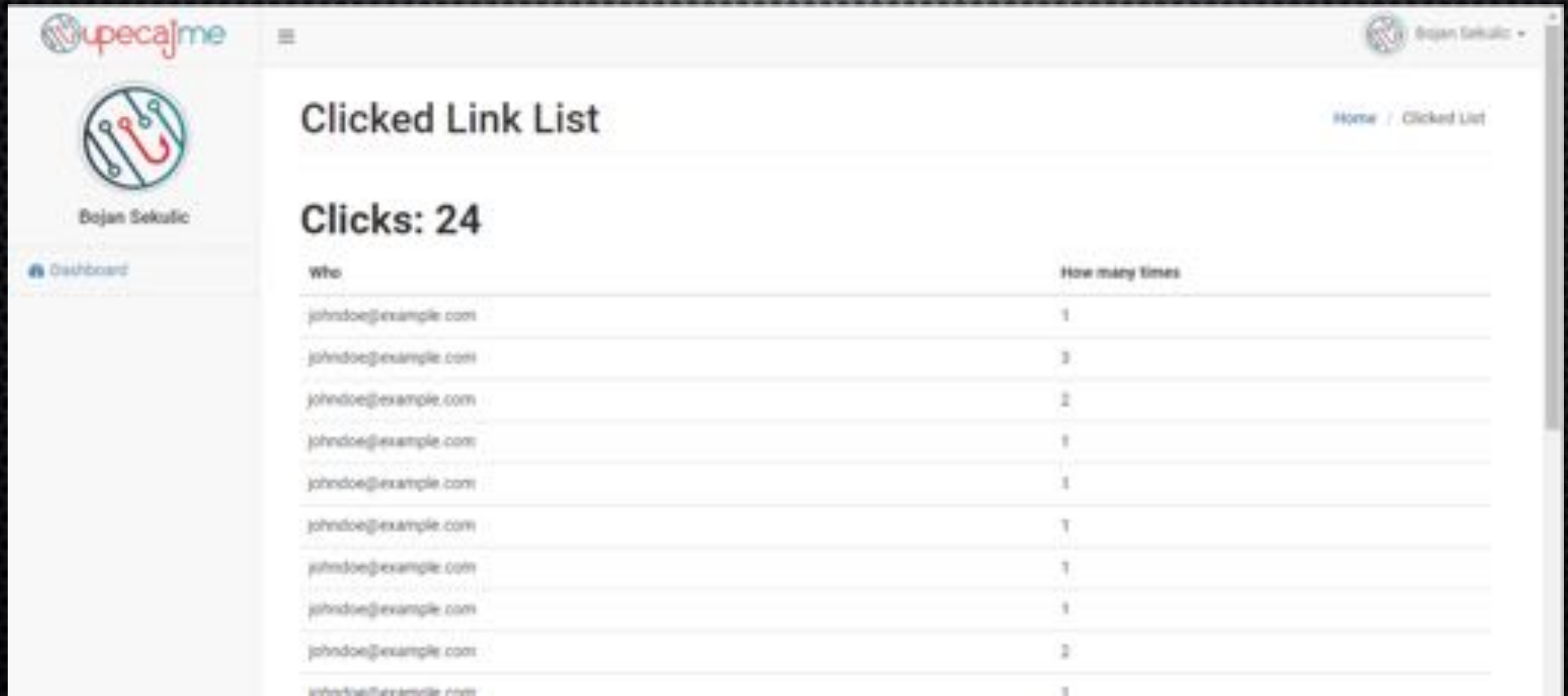
SELECT SENDING PROFILE

Select Contact Group

Netpp

SEND

Upecaj me



The screenshot shows a web dashboard for 'upecajme'. The left sidebar contains the logo and name 'Bojan Sekulic' and a 'Dashboard' link. The main content area is titled 'Clicked Link List' and shows a total of 'Clicks: 24'. Below this is a table with two columns: 'Who' and 'How many Times'. The table lists 11 rows of data, all with the email address 'johndoe@example.com' and varying click counts.

Who	How many Times
johndoe@example.com	1
johndoe@example.com	3
johndoe@example.com	2
johndoe@example.com	1
johndoe@example.com	1
johndoe@example.com	1
johndoe@example.com	1
johndoe@example.com	1
johndoe@example.com	1
johndoe@example.com	2
johndoe@example.com	1

Upecaj me

- Phishing obuka
- Merenje poboljšanja
- Phishing ankete/testovi (pitanja)
- Redovno ažuriranje šablona (akcenat na lokalnom sadržaju)
- Pretplata/servis





upecajme

Net++
TECHNOLOGY

 upecajme



Vladimir Vučinić
vladimir@netpp.rs
tel. (011) 36-999-67, mob. (063) 245-250

Net++
TECHNOLOGY
www.netpp.rs

 **upecajme**

IT KLINIKA
www.it-klinika.rs

