

R&CO WEBINAR SERIES FOR AUTO DEALERS

The Hidden Side of Cybersecurity:

Managing Risk in the Modern Dealership

PRESENTED BY: ERIK NACHBAHR, HELION
WITH INSIGHTS FROM: GREG WEBER, R&CO



Speakers



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Example 1: CDK Hackers Strike Again

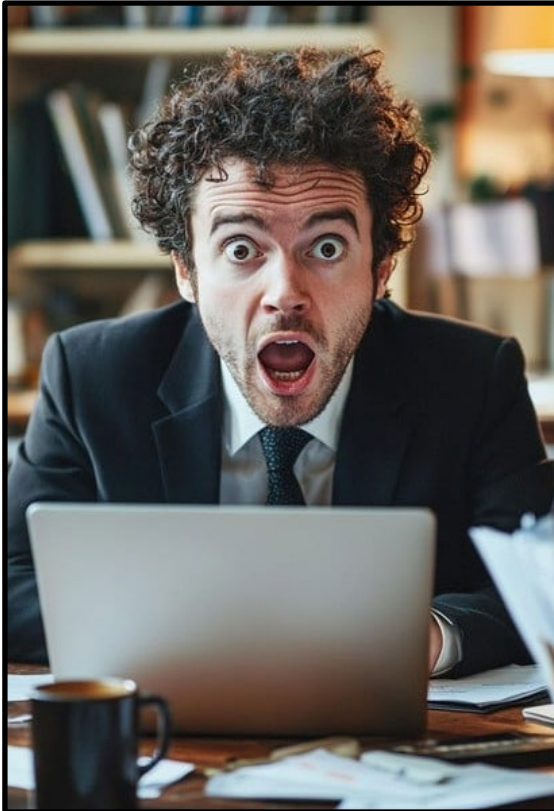
Lesson: *Early Detection Swift Remediation is Essential*



- 8 months undetected
- 50 GB of sensitive data stolen
- Records from 11,774 individuals
- Class-action lawsuit

Example 2: Business Email Compromise

Lesson: *Training, Verification, & Continuous Improvement*



- CFO Email account compromised
- Malicious emails sent within vendor thread
- \$400,000 fraudulently transferred

Example 3: Cybersecurity Illiteracy

Lesson: *Beware the Illusion of Competence*



- Insurance company denies claim and sues
- MFA implementation was incomplete and not working as claimed
- Investigation showed business failed to adequately safeguard critical data

Why Does This Keep Happening?

Cybercriminals are more motivated to attack your dealership than you are to defend it



Reactive Defense

Most dealership cyber defenses are reactive—not proactive



False Confidence

Many dealerships operate with a false sense of security



Lack of Expertise

Cybersecurity expertise is often missing or insufficient

Silos Don't Work

A Fragmented Approach



IT Support

Powers & maintains
your systems



Cybersecurity

Protects your data and
network - relies on IT



Compliance

Ensures that you do
what's required

Multi-Level Fragmentation

A Drill-Down Into Cybersecurity



Cybersecurity

- A mix-and-match collection of tools with no clear plan
- Systems that don't talk to each other (firewalls, monitoring, antivirus, etc.)
- No single, dealership-wide cybersecurity strategy
- Paying for overlapping tools that add little value

What I See Time and Again ...

Reliance on MFA

- Simply having MFA isn't enough
- MFA not fully implemented
- Device-Based vs Application-Based
- Federated Identity Management



What I See Time and Again ...

Patch Management Failures

- Patches not prioritized
- Patches not properly tested
- Patches not properly implemented



What I See Time and Again ...

Privileged Accounts Running Wild

- On average 15 domain admin accounts
- Hackers hunt admin accounts
- "123456" isn't fooling anyone



What I See Time and Again ...

Unsupported Devices on the Network

- Obsolete equipment often overlooked
- Unsupported tech - no security updates
- Hackers hunt for unpatched, unsupported tech



What I See Time and Again ...

Scanning, Testing, & Assessing isn't Securing

- Performing a scan is not enough
- Vulnerabilities not prioritized
- Findings sit idle—no action taken



What I See Time and Again ...

Using Compliance Software to be Compliant

- Checklists don't stop breaches
- Self-assessments don't stop breaches
- Compliance demands continuous breach prevention



What I See Time and Again ...

A Cybersecurity Expertise Drought

- Overburdened IT
- Lack of cybersecurity expertise
- Cybercrime has become highly sophisticated



To Improve, Ask Questions



To Improve, Leverage The Cutting Edge

- **Artificial Intelligence**
- **Zero Trust Network Security**
- **Least Privilege Management Systems**
- **Implemented & Managed by Well-Trained Resources**



To Improve, Ask Even More Questions



- What are the qualifications or our dealership's "qualified individual?"
- What happens if our cybersecurity expert disappears tomorrow?
- If we are attacked, who will save us?

**For A Free Cybersecurity Assessment Please Visit:
www.HelionTechnologies.com/it-assessment**



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