

## **SmarTone unveils its world-class Cybersecurity Solutions Three-pronged tactics of “People, Process and Technology” help enterprises detect and prevent cyberthreats**

(Hong Kong, 19 March 2019) SmarTone today unveils its world-class Cybersecurity Solutions to meet enterprises’ evolving needs in a new world of cyberattacks. SmarTone Cybersecurity offers enterprises a total solution to prevent and detect cyberthreats as well as respond to incidents by adopting a three-pronged tactics – People, Process and Technology (PPT).

Significant cyberattacks from new and intensified threats are now a fact of everyday life for businesses and individuals around the world:

- Over 6.5 million personal records have been stolen<sup>1</sup>
- 773 million email addresses and password combinations are exposed<sup>2</sup>
- The financial loss is predicted to be US\$6 trillion per year by 2021, up from US\$3 trillion in 2015<sup>3</sup>
- Security incidents in Hong Kong increased tenfold between 2009 and 2018<sup>4</sup>
- Hong Kong companies and residents lost more than HK\$2 billion to cybercriminals in the first nine months of 2018<sup>5</sup>

SmarTone Cybersecurity takes a holistic approach by encompassing security awareness training for staff, 7x24 Managed Smart Endpoint Detection and Response (Smart EDR) for continuous monitoring and response to advanced threats, intelligent threat analysis tools using machine learning as well as next-generation firewalls and anti-virus software.

---

<sup>1</sup> Breach Level Index (2019).

<sup>2</sup> Sharmila Nair (2019). *Data leak exposes 773 million email addresses and 21 million passwords*. Retrieved from [the Star Online](#)

<sup>3</sup> Tom Foremski (2019). *RSA Conference and the dismal nature of cybersecurity (Reporter's Notebook)*. Retrieved from [ZDNet](#)

<sup>4</sup> Statistics for Recent 10 Years of Security incident reports 2009-2018, Hong Kong Computer Emergency Response Team Coordination Centre (HKCERT)

<sup>5</sup> *With financial losses of HK\$2.2 billion and more than 9,000 cyberattacks so far this year, Hong Kong finds itself a top target of hackers*, SCMP, 8 December 2018

SmarTone CEO Ms Anna Yip stated, “SmarTone has long been engaging with our business customers on their digital transformation. While technology brings enterprises new business opportunities and improved convenience, the rapid increase in connected devices creates more exposure to cyberthreats. To embrace the full potential of today’s emerging digital economy, intelligent cybersecurity solutions are vital. SmarTone is committed to addressing enterprises’ prime concern about cyberthreats, and their needs for the highest standard of cybersecurity. We have been pioneering the introduction of AI in the cybersecurity solution space, for example in ST Protect, which is designed for mobile endpoints. Now, we continue our leadership by collaborating with industry-renowned partners to offer world-class Cybersecurity Solutions to the business markets.”

To address the “Process” aspect of the three-pronged tactics, SmarTone’s team of cybersecurity experts provides strategic advice to business organisations wanting to adopt effective cybersecurity practices. It also offers comprehensive threat risk assessment, third-party risk assessment and incident response planning. In the aspects of “People” and “Technology”, SmarTone collaborates with three renowned and prestigious partners:

## People

- **KnowBe4** – provides Security Awareness Training combined with simulated phishing email attacks to help business organisations maintain a "human firewall" and manage the IT security problems of social engineering, spear phishing and ransomware attacks.

## Technology

- **Cybereason** – Managed Security Service (MSS) provides a 7x24 endpoint monitoring service using the award-winning Cybereason Smart Endpoint Detection and Response (Smart EDR) software to help clients automate protection, detection and response for both known and unknown threats.

- **ZecOps** – empowers IT / Security Operations Center (SOC) capabilities to perform advanced threats hunting and forensic analysis, and shortens the response time needed for handling incidents by automating root cause analysis and mitigation of advanced persistent threat (APT) for endpoints.

Ms Yip added, “SmarTone is dedicated to offering best-in-class cybersecurity solutions by adopting a strategic advisory approach that helps enterprises detect, manage and mitigate risks from potentially damaging cybersecurity incidents. By adding this Cybersecurity Practice to our enterprise solutions arm, SmarTone Solutions, we affirm our commitment to offering enterprise solutions to a wide spectrum of industries.”

###