



How AI is Complicating the Threat Landscape

And How Right Networks is Helping Firms Stay Secure



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Meet Right Networks

- **20+** years of experience serving the accounting profession.
- **40%** of the top 100 accounting firms use Right Networks as an advisor.
- **650+** employees devoted to accounting firms and their end clients.
- **10,000+** accounting firms use Right Networks solutions.
- **250,000+** Right Networks subscribers.



How does the rise of generative AI put your firm at risk?



Loss of
proprietary
or client data



Publishing of
inaccurate
information



Poor
representation
of your firm



Easy creation
of believable
threats



AI is driving highly personalized attacks at scale.

Source: ChatGPT and the new AI are wreaking havoc on cybersecurity in exciting and frightening ways, ZDNET

*Generative AI has helped bad actors innovate and develop new attack strategies, enabling them to stay **one step ahead of cybersecurity defenses**.*

*AI helps cybercriminals **automate attacks, scan attack surfaces, and generate content** that resonates with various geographic regions and demographics, allowing them to target a broader range of potential victims across different countries.*

*Cybercriminals adopted the technology to create **convincing phishing emails**. AI-generated text helps attackers produce highly personalized emails and text messages more likely to deceive targets.*

A layered approach can better protect your firm



Application access and infrastructure



Consider the way you're currently accessing your applications.

Email security



Consider a robust plan that protects your firm.

Dedicated backup



Consider your current approach to backing up your data.

Device monitoring and security



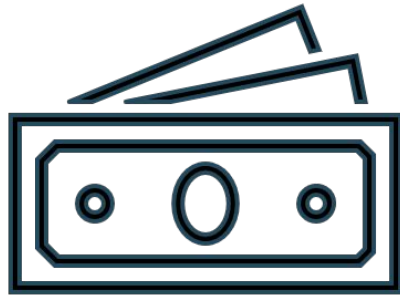
There are times when you and your employees may work outside of your protected cloud(s) or applications.

Employee training



You should have training as a first line of defense, but you may also be required to have security awareness training.

Your firm's final step to protection in a world of AI-driven threats? Cyber insurance



The average ransom payment rose **144% between 2020 and 2021**. Can your firm afford to recover from an attack?

Source: ([Palo Alto/Unit 42, 2022](#)).



Prevention and remediation go **together**. As a firm with valuable data, you should consider comprehensive coverage.



Ready protect your firm from AI-driven threats?

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