



# ARES

preventing  
leaks

## HOTEL INDUSTRY

Cyber Security for your hotel.

ARE YOU SECURE?

# ARE YOU SECURE? CYBER SECURITY FOR YOUR HOTEL!

Digitalization and new technologies not only bring a multitude of new opportunities and advantages but also many risks and points of attack for businesses in the hotel industry. In addition, cyber criminals and hackers are becoming more and more digitalized- **and the hotel industry is a popular target.**

Not only the lack of awareness and training for employees as well as the lack of emergency plans and no targeted measures are security gaps but especially the lack of focus on **prevention** is decisive when it comes to the consequences and the extent of cyber attacks.

Particularly, the cyber security of each company must be considered **individually**. The earlier this is understood, the safer and more prepared companies are in case of cyber attacks.

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## WHAT'S AT STAKE?

- Reputational damage
- Trust, reliability in your business and brand may be lost
- Legal prosecution
- Financial damages

## THE TARGET IS YOU! - WHICH RISKS MAY AFFECT YOU?

- Phishing & Ransomware attacks
- Data leaks
- Targeted cyber attacks on specific hotel guests
  - CEO's
  - Politicians
  - Public figures
- Customer data/ Identity theft/ Highly sensitive data
- Darkhotel Hacking

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### *Why is Cyber Security important?*

Cyber attacks can cause serious damage to your business and place unnecessary burdens on you and your business environment, as well as significantly impact your company's reputation.

**A PREVENTIVE CYBER STRATEGY NOT ONLY PROTECTS AGAINST CYBER ATTACKS - IT REPRESENTS A CLEAR COMPETITIVE ADVANTAGE FOR YOUR COMPANY. TOGETHER WE DEVELOP AN INDIVIDUAL SOLUTION BASED ON YOUR INDIVIDUAL NEEDS!**



# CYBER SECURITY & SAFETY - OUR ROADMAP TO YOUR SUCCESS!

## 1 PHASE 1: Basic Security and Risk Assessment

- Assessment of general IT security and risks
- Vulnerability scan
- Cyber Scan (Darknet Monitoring)

## 2 PHASE 2: Individual plan of action & Managed Security Services

- Strategic plan of action
- Realistic contingency plan
- Customized services- tailored to your needs

## 3 PHASE 3: Awareness Trainings

- e-Learning offers
- On-site awareness trainings
- Individual Cyber Security Workshops with the decision makers

## SPECIAL SERVICES - ARE YOU SECURE?

### Brand Protection & Monitoring

#### ■ Security as a Service | Business and VIP Protection

- Brand Protection
- Social Media Monitoring
- Darknet Monitoring

### Business & VIP Gäste

#### ■ Security as a Service | Business and VIP Protection

- Secure and managed VPN
- End-user Protection
- Joint development of new VIP services

#### ■ White Glove Monitoring

- Individual Monitoring



ARES is one of the most innovative cyber security specialists in the german speaking region. We accompany businesses of all sizes- from risk analysis, the development of the cyber security strategy to the implementation of the necessary measures, technologies and processes. We are your partner when it comes to preventive cyber security. The earlier, the better!

RELIABLE - CONFIDENTIAL - CAREFUL



in cooperation with



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# Simulated phishing campaign - Test the click-rate in your company

The ARES **Phishing Platform** offers you the possibility to simulate a phishing campaign and to increase the awareness of your employees. To ensure that your company is continuously prepared for attacks, we also offer individual training and e-learning courses.



**PHISHING ALERT - DON'T TAKE THE BAIT**

ALMOST 50% OF ALL CYBER INCIDENTS ARE **PHISHING ATTACKS**

**TEST SIMULATED PHISHING ATTACKS WITH OUR PHISHING PLATFORM**

- **Variety of templates** (Office 365, company specific emails,...)
- **Detailed result analysis of the phishing campaign**
- **Joint development of appropriate and individual solutions and measures to be prepared in the event of phishing and ransomware attacks**

**OH NO, YOU'VE BEEN PHISHED**

ARE YOU SECURE?

We recommend transparent communication with employees when using phishing campaigns. We would be pleased to advise you on this and provide you with an individual offer for your phishing campaign.

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