

# **Offensive** AI verses **Defensive** AI in Email Phishing Attacks ...

## **Is this a fair fight?**



*David Van Allen, CEO*

**CSO Conference**  
*& Awards*

**PHISHME**  
**COFENSE**  
EMAIL SECURITY

# Pre-Talk Position Statement and Disclaimer

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**1B+**

Over one billion employee trainings delivered by the Cofense PhishMe SAT platform.

**70M+**

70 million plus employees are covered by Cofense phishing security solutions.

**35M+**

Over 35 million PhishMe-trained employees actively report SEG misses to the Cofense platform.

**3M+**

3 million plus employees are protected by Cofense managed phishing security services.



# Pre-Talk Position Statement and Disclaimer

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**1B+**

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**70M+**

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**3M+**

3 million plus employees are protected by Cofense managed phishing security services.



**Cofense has been developing our AI models for nearly 4 years.**

**This is what we've learned**

# What **IS** Artificial Intelligence Really Good At?

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# What IS Artificial Intelligence Really Good At?

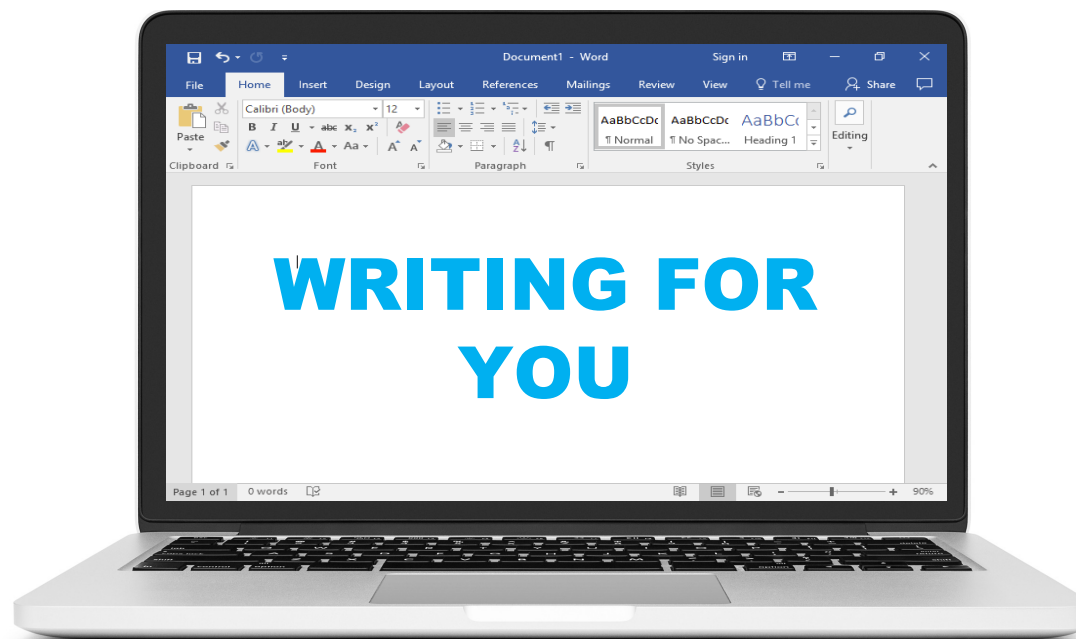


# What **ELSE IS** Artificial Intelligence Really Good At

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# What ELSE IS Artificial Intelligence Really Good At

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# What is Artificial Intelligence NOT Really Good At?

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# What is Artificial Intelligence NOT Really Good At?

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**READING FOR YOU**  
(Including your emails)



**I asked AI if AI could  
stop phishing attacks?**

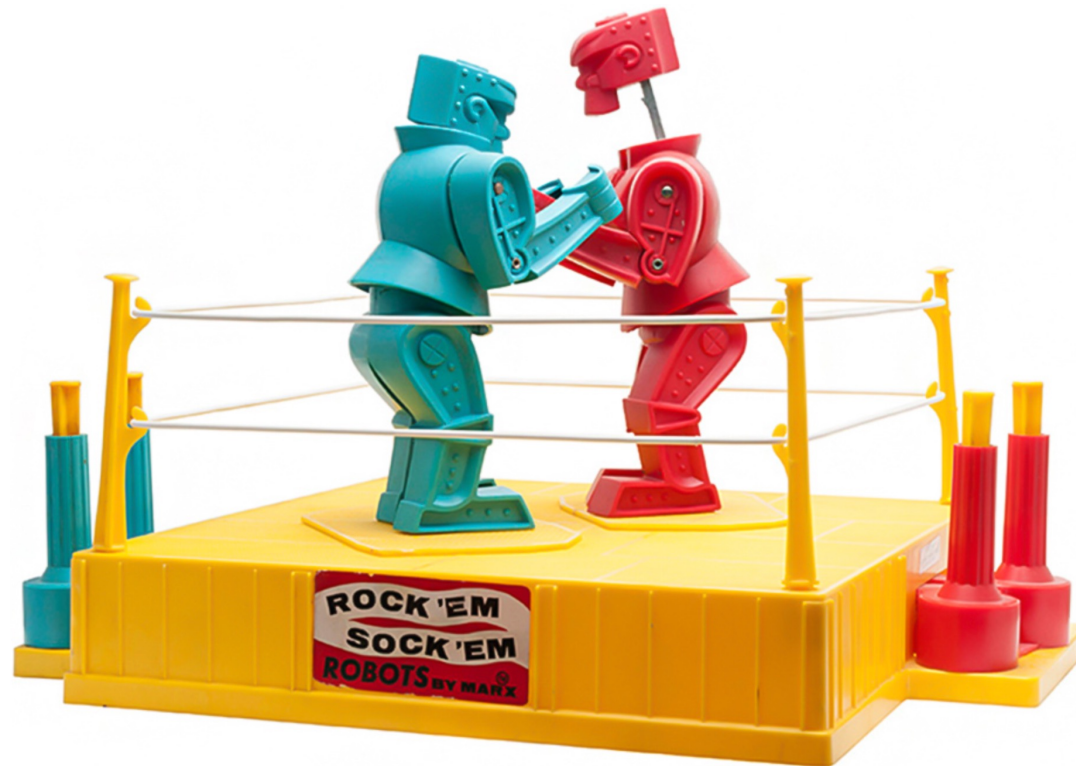
## AI Said:

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**“While AI is effective, **it's not foolproof.** Phishing attacks are constantly evolving, and sophisticated attackers may craft emails **that can bypass AI** filters. Therefore, a multi-layered approach that includes user education, AI tools, and traditional security measures **is the most effective defense.**”**

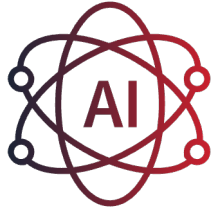
# AI Combat Dynamics in Phishing

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## Offensive – BAD GUYS

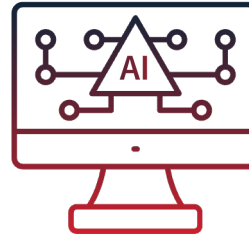
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**VS**

## Defensive – GOOD GUYS

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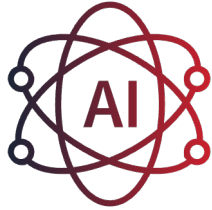


## AI Combat Dynamics in Phishing

- ✓ *Insanely Simple*
- ✓ *No Experience Required*
- ✓ *FREE*
- ✓ *Scary Effective*
- ✓ *Efficacy Improves Quickly*
- ✓ *Can Create New Attack Vectors*
- ✓ *Can Create Perfect Tone and Intent*

## Offensive – BAD GUYS

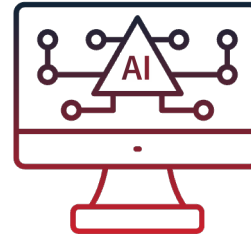
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**VS**

## Defensive – GOOD GUYS

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## AI Combat Dynamics in Phishing

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- ✓ *Scary Effective*
- ✓ *Efficacy Improves Quickly*
- ✓ *Can Create New Attack Vectors*
- ✓ *Can Create Perfect Tone and Intent*

- ✓ *Insanely Complex*
- ✓ *Specialized Experience Required*
- ✓ *\$\$\$\$\$\$\$\$*
- ✓ *Not Much More Effective than Current Art*
- ✓ *Efficacy Improves Slowly with Updates*
- ✓ *Doesn't Know About New Attack Vectors*
- ✓ *In Body Text, Can't Tell between Real and Good Fake*

**So, what does this mean?**



**For email security,  
you must include humans.**

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**For email security,  
you must include humans.**

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Powered by the world's  
exclusive global network of  
35M+ Cofense-trained  
employees . . . Cofense sees  
What **EVERYONE ELSE** misses.



Document E-Signing Request

**Document Signing Request**

We kindly request you to review and sign the attached document electronically. To proceed, please click the button below.

[Sign Document](#)

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**Tactic: Link | Threat: Python Based Information Stealer | SEG:**

Phishing Email Example Description:  
Document-themed emails found in environments protected by [REDACTED] deliver a VBS script via an embedded URL. The VBS script delivers a Python based Information Stealer with a second stage.

**TYPE: PYTHON BASED INFORMATIN STEALER**

**POSTED ON: JULY 5, 2024** **TACTIC: LINK**

**THEME: DOCUMENT**

Verzoek om Juridische Bijstand

**Tactic: Link | Threat: Amarok Locker Ransomware | SEG:**

Phishing Email Example Description:  
Legal-themed emails found in environments protected by [REDACTED] deliver Amarok Locker Ransomware via an embedded URL.

**TYPE: AMAROK LOCKER RANSOMWARE**

**POSTED ON: JULY 5, 2024** **TACTIC: LINK**

**THEME: LEGAL**

Payment Notification

**Tactic: XLS Attachment | Threat: Credential Phishing | SEG:**

Phishing Email Example Description:  
Finance-themed emails environments protected by [REDACTED] deliver Credential Phishing via a link embedded in an attached Office Document.

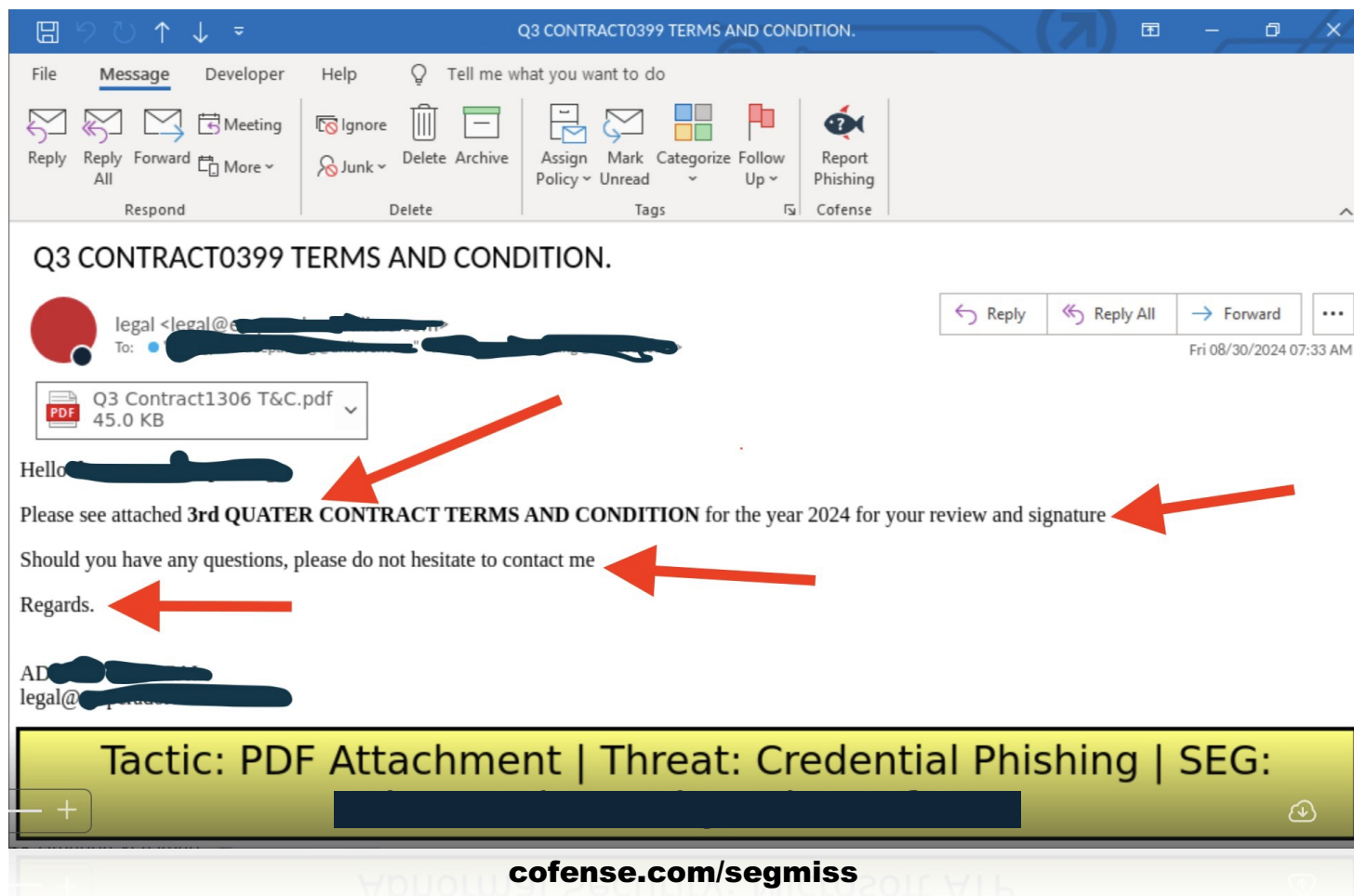
**TYPE: CREDENTIAL PHISHING**

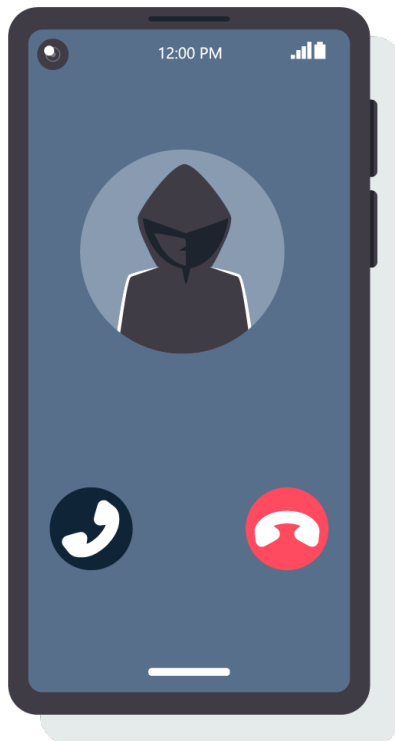
**POSTED ON: JULY 1, 2024** **TACTIC: XLS ATTACHMENT**

**THEME: FINANCE**

[cofense.com/segmiss](https://cofense.com/segmiss)







**T**elephone  
**O**riented  
**A**ttack  
**D**elivery



# The Human Shield

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## BUILD A REPORTING CULTURE

Educate employees to identify NEW AI-based phishing threats with a focus on reporting them.

## EMPOWER THE SOC

The SOC need effective tooling to rapidly assess user-reported emails to determine what's bad.

## DRIVE THREAT REMEDIATION

Identify the malicious indicators to drive quarantine and other remediation operations.



**For Email Security,  
You Must Include  
Humans.**

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## CSO Conference & Awards

Message ChatGPT

say thank you like you really mean it

Thank you so much! I truly appreciate it.



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