

# Protecting PHI and PII

Printing Industries Association, Inc. of Southern California (PIASC), the trade association or the commercial printing and graphic arts community in Southern California and Clark County, Nevada, has implemented Nyotron's PARANOID software. PARANOID, using OS-Centric Positive Security, was selected to provide a proactive last line of defense to secure critical data and systems.

PIASC administers the Printing Industries Benefit Trust, which provides competitive employee benefits to over 1,000 member companies and their 21,000 employees and dependents. That means it must comply with HIPAA requirements governing the security of the protected health information (PHI).

"When I came onboard I had an opportunity to rebuild our infrastructure from a clean slate. We believe that the best way to minimize risk is to complement reactive defenses (antivirus) with advanced proactive defenses (Nyotron), thereby implementing a complete approach. Anything less creates unwanted exposure."

**Lou Caron, President and CEO of PIASC**

## INCREASING RISKS AND COSTS

Even in the wake of significant data breaches that continue to make news headlines worldwide, organizations across all industries continue to struggle to mitigate the damage a breach can cause. IBM Security's 2018 Cost of a Data Breach Study found that the average cost of a data breach globally is \$3.86 million, a 6.4 percent increase from its 2017 report. In the U.S., the news is even worse with the average total cost equaling \$7.91 million.

For roughly the past 25 years, the security industry has been focused on preventing hackers from passing the gates. This perpetual cat and mouse game cannot be won. Today, organizations and individuals feel under siege and less secure than ever.

After learning that several member companies had experienced costly breaches, PIASC realized it was time for a new approach.



### Nyotron Security

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## PIASC BEFORE NYOTRON

Prior to partnering with Nyotron, PIASC was concerned about its exposure to ransomware and malware attacks. It was managing as many as five disparate endpoint security solutions, most with overlapping functionality, in a clear case of "the more, the better" that did not address the exposure but frustrated users with performance lags and boot times of up to eight minutes.

To solve these issues, PIASC started evaluating how to:

- Implement industry-leading protection for endpoint devices and servers
- Improve desktop/laptop performance and employee productivity
- Eliminate on-premises infrastructure that the organization would have to maintain
- Achieve hands-off management via a vendor-provided service, alleviating the strain on the IT staff

"Nyotron offers a unique solution to the fundamental problem of preventing damage from unknown threats. The market is ready to implement strategic solutions, instead of multiple point products that solve only a small portion of the cybersecurity challenge."

**Sagit Manor, CEO of Nyotron**

## THE PARANOID SOLUTION

Nyotron's PARANOID solution addresses the biggest cybersecurity challenge in today's digital era: effectively dealing with both current and emerging threats, thus ending the futile cat and mouse game. This unique threat-agnostic approach has proven to successfully neutralize ransomware, evasive malware and zero-day threats. PARANOID complements all existing endpoint protection tools, creating true defense in depth security.

PIASC selected Nyotron's cloud-based PARANOID and deployed it within days, reducing its endpoint security footprint to just PARANOID and one antivirus solution. Boot times and system performance have significantly improved. Nyotron handles all upgrades, maintenance and security issues, alleviating the responsibilities of the internal IT staff.

"Any organization handling PHI and PII should consider Nyotron's last line of defense approach to avoid data breaches and business interruption caused by ransomware and evasive malware."

**Lou Caron, President and CEO of PIASC**

## ABOUT NYOTRON

Nyotron provides the industry's first OS-Centric Positive Security to strengthen laptop, desktop, and server protection. By mapping legitimate operating system behavior, Nyotron's PARANOID understands all the normative ways that may lead to damage, such as file deletion, data exfiltration, encryption, and more. Focusing on these finite "good" actions allows PARANOID to be completely agnostic to threats and attack vectors. PARANOID works seamlessly with antivirus and next-generation antivirus solutions to provide the last line of defense from modern state-level attacks. Nyotron ([www.nyotron.com](http://www.nyotron.com)) is headquartered in Santa Clara, CA with an R&D office in Israel.



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