

# AppGate

## TRAX CREDIT UNION

Protected by AppGate's 360 Brand Guardian since 2013.

### Background

Trax Credit Union is a not-for-profit financial institution headquartered in Tampa, Florida, servicing Hillsborough, Polk and Pasco Counties. Trax, formerly known as Railroad & Industrial Federal Credit Union, was founded in 1935 and today has over 41,000 members and manages over \$440 million in assets and operates out of nine branches.

Trax focuses on underserved areas with limited financial institution presence, giving them an inclusive list of select clients. Just like the name Trax implies, the credit union advances in parallel with their members along their financial journey.

During a year-end 2012 internal audit at Trax, the organization realized that it was investing a significant amount of time and resources trying to mitigate phishing and fake websites. Shortly after, and due to a compelling recommendation from the audit team, Trax's CTO reached out to AppGate.

Upon contacting AppGate, the CTO explained the challenges, and a plan of action was developed, which would require minimal effort to implement from the customer side. The solution was rolled out relatively quickly while being transparent to its members.

### Challenges and Requirements

The world of cybercrime and cybersecurity continues to rapidly evolve. As soon as a phishing and fake website is taken down, another one pops up. This is a never-ending game of whack-a-mole. Organizations of all sizes with in-house security struggle to keep up with the volume and new trends. This requires a full 24x7x365 commitment, and more than ever, these organizations are turning to providers that have experience and dedicated security professionals to assist.

Trax needed a simple solution to proactively monitor phishing emails directing members to fake websites. Additionally, the credit union wanted to find sites they had not yet been identified. They learned about AppGate from their internal audit team that recommended it. The solution would need to have the following:

- Easy solution to implement and deploy
- Takedown of fake websites
- Proactive monitor and report on findings
- Full hands-off solution backed by a 24x7x365 support center

### Benefit to Trax and Their Members

- Simple, cost effective and secure deployment
- Simplified system for reporting fake sites and type of actions taken
- Assigned AppGate customer success team member
- Seamless and consistent user experience
- Brand protection confidence
- 24x7x365 proactive monitoring and support



### INDUSTRY

Financial industry

### USE CASES

Digital brand asset monitoring

Anti-phishing

Fake website takedown

### CHALLENGES

Volume of threats

Lack of internal resources

Time spent looking for threats and infringements

Risk to members clicking on a phishing email and accessing a fake website

Potential exposure of member data on the deep and dark web

Brand reputation



## Solution

In early 2013, Trax selected and implemented AppGate's 360 Brand Guardian to proactively monitor and take down fake and phishing websites. The implementation was simple, seamless to deploy and AppGate 360 Brand Guardian fully met the expectations and challenges of the customer. In addition, the solution has been transparent to its members and employees. Over the course of the first six months, multiple unauthorized mobile apps were identified, tickets were created and all the fraudulent activity was quickly removed without any Trax involvement.

As a result of Trax's use of the 360 Brand Guardian solution, there are several advantages:

- **Easy to deploy:** Remote implementation of the solution, which was rolled-out in a short time
- **Proactive reporting:** AppGate provides a report that shows how many fake websites and phishing takedowns were executed
- **Increased productivity:** Eliminating internal time and resources spent chasing after phishing and fake websites
- **Great customer support:** Customer satisfaction is a priority, and with AppGate's customer success team, it's been a "win-win"
- **Accountability:** Ability to show the Trax board proactive actions being taken to mitigate fraud risk

"Eternal vigilance is the price of liberty' is a quote from an 1809 book called The Life of Major General James Jackson by Thomas U.P Charlton. With AppGate, I feel I have eternal vigilance, and the AppGate 360 Brand Guardian solution simply works; it just does! We have a perfect relationship and partnership, and I get incredible support from their team."

– Jose Ramos,  
CTO of Trax Credit Union.

## About AppGate

AppGate secures and protects an organization's most valuable assets with its high performance Zero Trust Network Access (ZTNA) solution and Cyber Advisory Services. AppGate is the only direct-routed ZTNA solution built for peak performance, superior protection and seamless interoperability. AppGate threat advisory services harden your security posture and ensure business continuity. AppGate safeguards enterprises and government agencies worldwide. Learn more at [AppGate.com](https://AppGate.com).