Anti-Botnet Ecosystem

**Prevent**
- Educate against social engineering
- Protect devices, OS & apps
- Mitigate & limit attack vectors & exploits
- R & D
- Secure infrastructure

**Detect**
- Acct. Abuse
- Anomalous Sys Behavior
- Complaints
- Fraudulent Email
- Net Traffic
- Sinkholes
- System Scans

**Notify**
- **To:** End Users, Business, Govt, Law Enforcement
- Email
- Redirects,
- Postal mail
- Phone
- SMS
- Teachable moments

**Remediate**
- Guidance
- Legal Action
- Local Support
- Repair & Restore
- Resources
- Support
- Tools
- Take Down

**Recover**
- Account credentials
- Credit
- Data
- Financials
- Identity
- Intellectual Property
- PII
- Reputation *(users, sites & businesses)*

**Collaboration, Education, Best Practices, Metrics and R&D**
Shared Responsibility among End-Users, Industry, Public & Private Sector

© 2012 All rights reserved. Online Trust Alliance (OTA)