

TraceAdvisor

The Current Landscape

Today's IT landscape is littered with cybersecurity threats with more and more being discovered every single day. It seems like we are hearing about more ransomware hacks and phishing attempts than ever, and your IT department may be more on edge than usual. However, this isn't just a problem for IT, it's a whole company problem.

An organization's employees are one of its larger risks. People who don't work in IT may not be aware of the latest security breaches. They may not know that they shouldn't click on the fake e-mail from the CEO, or not to connect to that open Wi-Fi hotspot. Incidents like these can cause severe damage to an organization, including theft of sensitive data or financial loss. So how does your organization keep employees informed of best practices, while staying up to date with the latest threats?

Counter Ever-Evolving IT Security Threats

TraceAdvisor was produced by cybersecurity experts and has new content nearly every day to keep up with the latest threats. Topics include both personal and business security, spotlights on the latest data breaches, up to date hacking techniques, malware warnings and much more. This content is the perfect way to keep your workforce, or even customer base, aware of the latest threats.

A Flexible Content Platform For Anyone

TraceAdvisor can be used in multiple ways. You can utilize the easy to install iframe and place the platform on your website for your customers or drop it on a company intranet. The platform has quick social share buttons to allow individuals to share out to LinkedIn, Facebook or Twitter, with all traffic redirecting back to your website with the platform on it. Utilize the content outside of the platform by reposting to your company blog or blasting out as a newsletter.

TraceAdvisor can also be customized to suit your organization's needs. Change the colors to match your brand, add and remove articles from the platform, or even change the content that certain audiences see. Want your intranet platform focused on B2B threats? No problem, just edit the content that's displayed. Need a boost to the content on your website and want to spotlight consumer cybersecurity for your customers? That's easily done as well. The platform is as flexible as you need it to be to fit your cybersecurity awareness needs.

With TraceAdvisor You Can Expect:

- ✓ **Consistent content updates with the latest cybersecurity threats**
- ✓ **Context focused specifically on cybersecurity, from cybersecurity experts**
- ✓ **Full customization of categories, approving content, and matching your brand style**
- ✓ **Easy Installment**

Frequently Asked Questions

[How often is content on TraceAdvisor updated?](#)

New articles are being delivered through the platform daily.

[How customizable is the TraceAdvisor application and content?](#)

The look and design of TraceAdvisor can be customized to fit the theme of your organization's website. Content and feeds can be customized to fit your preferences.

[Can I use the TraceAdvisor content on other portions of my website? Can I post content to my blog?](#)

Yes, every article contains links to help share via social media and blogs.

[Can I put multiple instances of TraceAdvisor on different pages? For example: Could I put one advisor on my intranet and another on my website, but fit them with different content?](#)

Yes, TraceAdvisor can be customized based on the platform being used.

[How much does support cost? What happens if I have an issue with getting it set up or with proper content not displaying?](#)

Support is included at no additional cost. Our team is available to assist you 8:00 AM-5:00 PM CST, Monday-Friday