

Erik Nachbahr Presents Cybersecurity Workshop at ATD 2019

Cybercriminals are Targeting Your Dealership. Are You Prepared? provides truck dealers with technology, process & training recommendations

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In 2017 more than half of small- to medium- sized businesses in the U.S. reported a data breach that resulted in the loss of employee and/or customer data. Truck dealerships are particularly vulnerable to cybercrime for several reasons, which [Helion Trucking Technologies'](#) Erik Nachbahr will cover in a workshop at the upcoming [ATD Convention & Expo](#) in San Francisco.



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*Erik Nachbahr, president,
Helion Trucking Technologies*

“Dealer principals and senior managers need to understand that cybercrime is not a technology problem to be handed off to an IT staff member. This is a core business issue that should be handled at the highest level,” said Erik Nachbahr, president and founder of Helion. “If a data breach occurs, it affects every level of operations and can seriously damage bank accounts and reputations. A single breach can cost millions of dollars and take years to recover from.”

In Cybercriminals are Targeting Dealerships. Are You

Prepared? Nachbahr will review the most common hacking methods used to breach dealerships, including email spoofing, crypto malware, ransomware, and phishing. He will also share technology, process and training protocols that every dealer should implement to ensure their customer data and bank accounts are protected.

Dealer attendees will learn how to:

- 1) Identify common hacking methods used to attack and exploit dealership computer systems
- 2) Implement security measures and employee training systems that decrease the risk of system

breaches

3) Design and implement a one-page Cyber Incident Response Plan; including how to evaluate and procure recommended cyber insurance coverage and protection plans for your dealership

Attendees will also receive a security measures checklist so they can assess their dealership's cybersecurity readiness and identify appropriate actions to take.

Cybercriminals are Targeting Dealerships. Are You Prepared? is an ATD/Dealer Exec session scheduled for Friday, January 25 at 9:45 a.m. in the Marriott Marquis next to the Moscone Convention Center, Yerba Buena Ballroom, Salon 10-11.

For more information, visit Booth 6453W at the NADA Convention and Expo or call Helion Technologies at 443-541-1500. Schedule an appointment at Helion's booth using this link: <http://bit.ly/NADA6453W>

About Helion Technologies

Helion Technologies is the trucking and automotive industry's leading managed services provider (MSP), providing dealers with faster, more efficient networks and secure data protection. Helion offers IT solutions for every dealership's needs, so that dealers can focus on what matters most: selling more trucks and cars. Helion has specialized in IT for over 20 years and works with 700+ dealers nationwide. Dealers can request a free assessment of their IT needs at www.heliontechnologies.com.

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