



Armored Online

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Armored Online Launches Anti-Hacker Product

Armored Online has developed a software product for wealth management firms that provides high-net-worth clients a secure channel to cut down on identity theft scams. Joe Sowerby, ceo of the Salt Lake City-based firm, said online identify theft, or “phishing”, has grown more sophisticated and can essentially take over a client session and download account, social security number or other personal information.

“Phishing attacks will never go away, but they have evolved in the last six months and range from out-of-work hackers to actual organized crime,” Sowerby said. The technology delivers a multi-layer, one-to-one branded channel that replaces email and does not employ standard browsers. It features a digital safe-deposit box for storing trusts, deeds and other documents. While Sowerby admits that no system is 100% foolproof, Armored’s product eliminates the browser, “cookies” and extension plug-ins of standard online systems for greater online security.



Firms with the broadest customer base are naturally an easy target, and criminals have become harder to spot. “They have the phishing attack, including the logo down to the point where five out of seven security experts can’t tell the difference between the real one and the fake one,” he said. In addition to preserving the



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client relationship, the technology can also benefit a bank's bottom line, as costly identity theft claims have replaced email with postage mail or phone correspondence which drives up the bottom line and translates into higher fees.

Sowerby, who was previously director of technical marketing at Financial Fusion, founded the technology firm last year with offices in Westchester, Penn., Boston and Berkeley, Calif.