Quicklaunch™
AI-powered integration & identity

Prevent Phishing Breaches with Adaptive MFA and Identity Management

Speakers

James Lapalme
President
QuickLaunch

John Saullo
Director of Product
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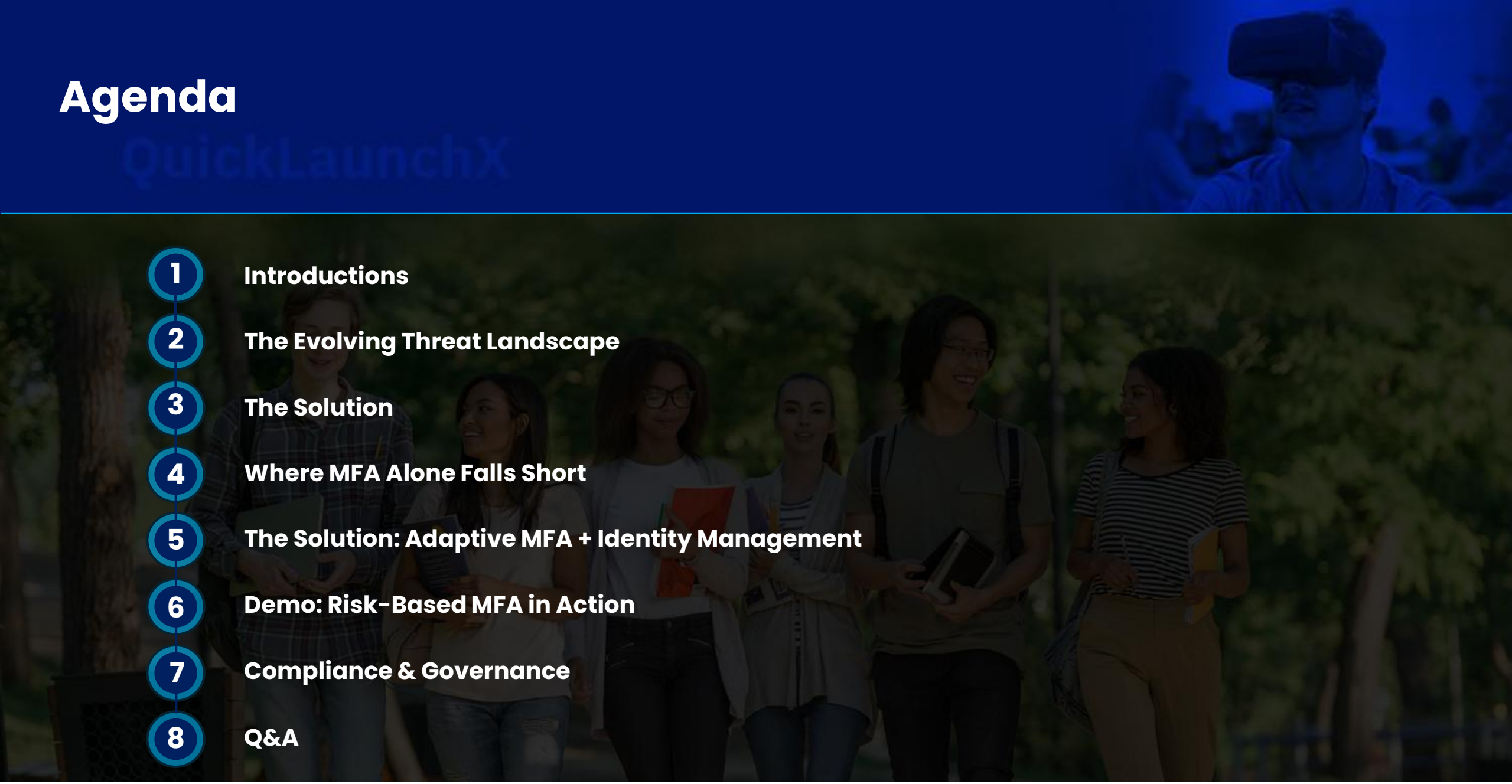
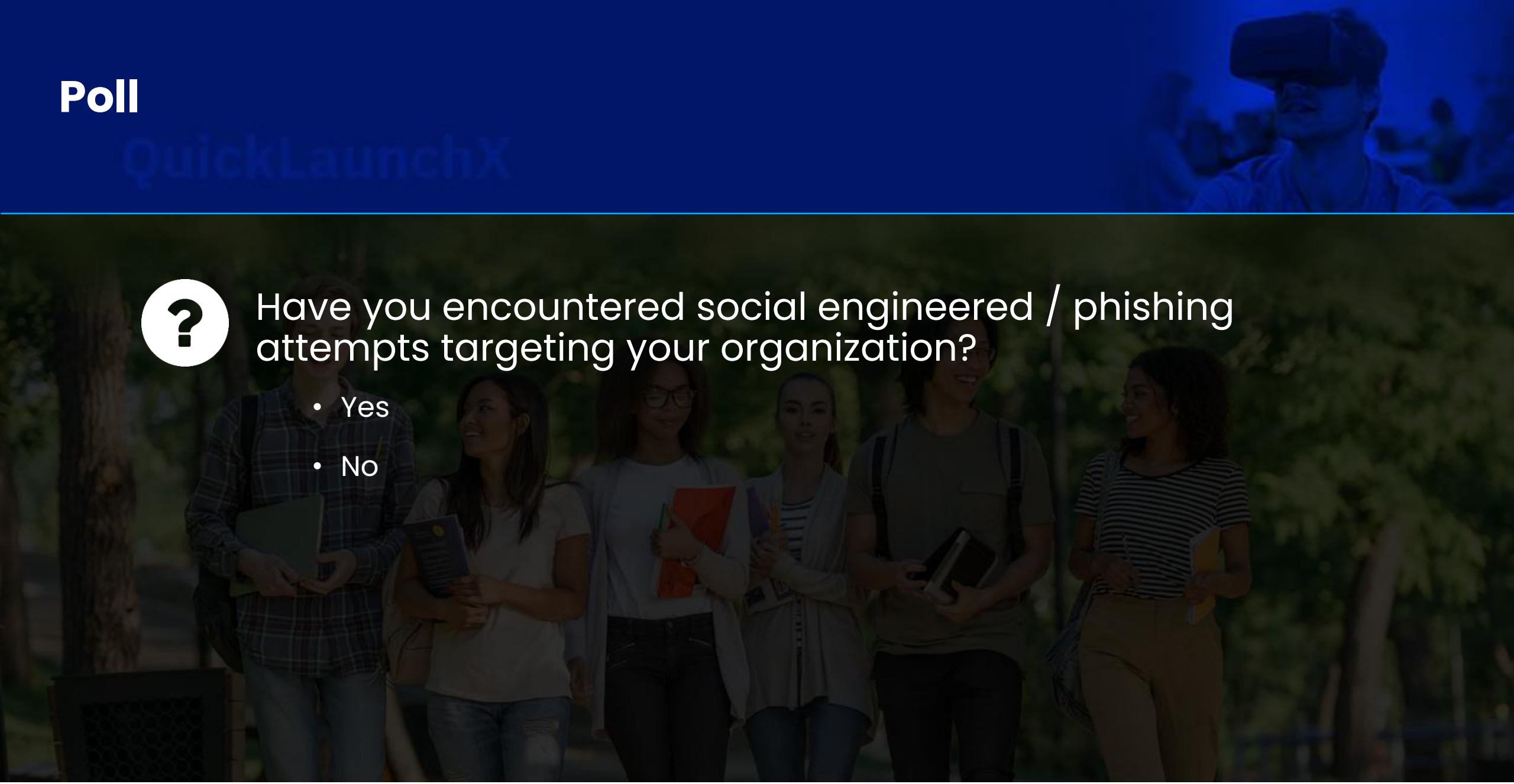
Agenda



1. Introductions
2. The Evolving Threat Landscape
3. The Solution
4. Where MFA Alone Falls Short
5. The Solution: Adaptive MFA + Identity Management
6. Demo: Risk-Based MFA in Action
7. Compliance & Governance
8. Q&A

Poll



Have you encountered social engineered / phishing attempts targeting your organization?

- Yes
- No

Introduction - QuickLaunch

QuickLaunch is an AI-powered Integration (iPaaS) and Identity(IDaaS & ILM) platform built specifically for higher education.

QuickLaunch is an AI-powered identity and integration platform, purpose-built for higher education. We provide institutions with single sign-on, adaptive multi-factor authentication, lifecycle management, and integration through 500+ pre-built connectors.

James Lapalme
President, QuickLaunch

30 Years Cybersecurity & Identity leader. 30 Years in scaling organizations. Most recently VP/GM Entrust Identity a top Digital Identity leader.

John Saullo
Director of Product, QuickLaunch

With 9+ years in Higher Ed Tech, John Saullo leads product management at QuickLaunch, helping campuses streamline operations with IAM and automation.

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The Evolving Threat Landscape

80%+ of breaches tied to compromised credentials

93% Of Organizations Had Two or More Identity-Related Breaches in the Past Year - CyberARK

Real-world phishing & social engineering examples in Higher Education

Dormant accounts as a top attack vector

Types of Social engineering Attacks

Old Methodology: Perimeter-Based Security

Protect the network boundary, assume inside is safe.

Modern approach: Identity is the New Perimeter

Users, not networks, define the security boundary.

Type of Attacks

Phishing
Email, SMS, chat that trick people into revealing credentials

Spear-phishing
Phishing tailored to a specific person or role

Vishing (voice phishing)
Phone calls that impersonate IT, authority to extract codes

Smishing (SMS Phishing)
Phishing via SMS / messaging with a link

Credential Harvesting
Fake sites that mimic legitimate login portals

Pretexting
Attackers invent a plausible story/role to get info

Watering-hole attacks
Target group to infect their systems or steal SSO cookies

Identity harvesting / Account takeover
Email, SMS, chat that trick people into revealing credentials

BEC / CEO Fraud
Email to request wire transfers or credential resets

Solutions Beyond MFA – Layered Protection Against Phishing

The Risk of MFA Alone

MFA helps, but doesn't close every gap.

Dormant accounts (alumni, ex-staff) remain exploitable backdoors.

Help desk password resets are vulnerable to social engineering.

QuickLaunch Complete Solution

Adaptive MFA

- Risk-Based prompts for suspicious geographies, devices and login patterns.

Identity Lifecycle Management

- Automaticatlly deactivates dormant or inactive accounts

Voice AI Agent for Password Reset

- Automates secure self-service password resets
- Removes social engineering risks from human help desk interactions

Demo: Risk-Based MFA in Action

 **Normal login**	Frictionless Access
 **Suspicious Login**	MFA Step Triggered
 **Compromised Password**	Escalated Verification


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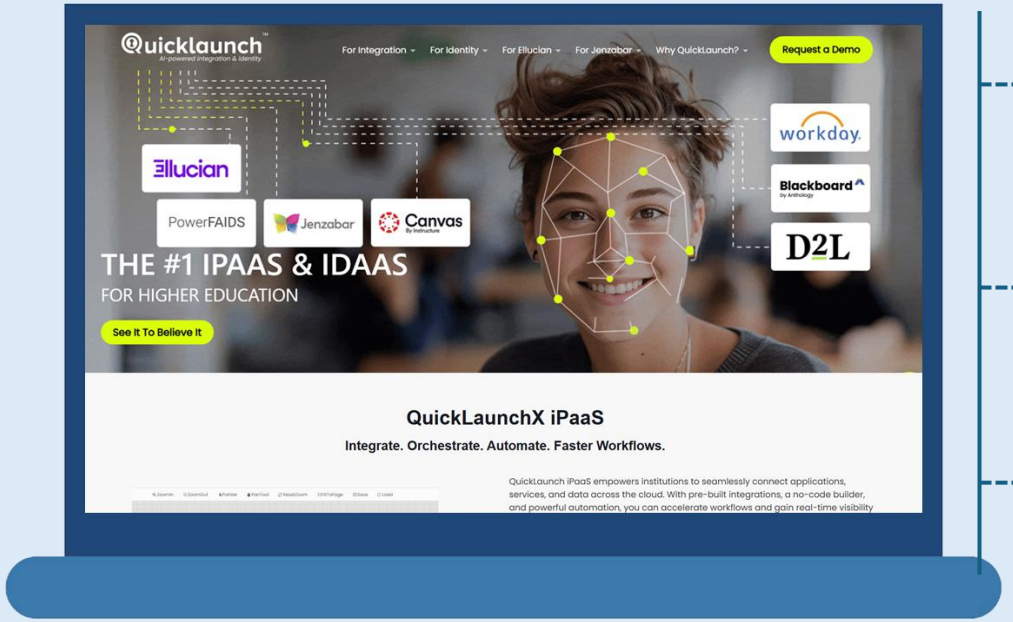
Institutional Outcomes

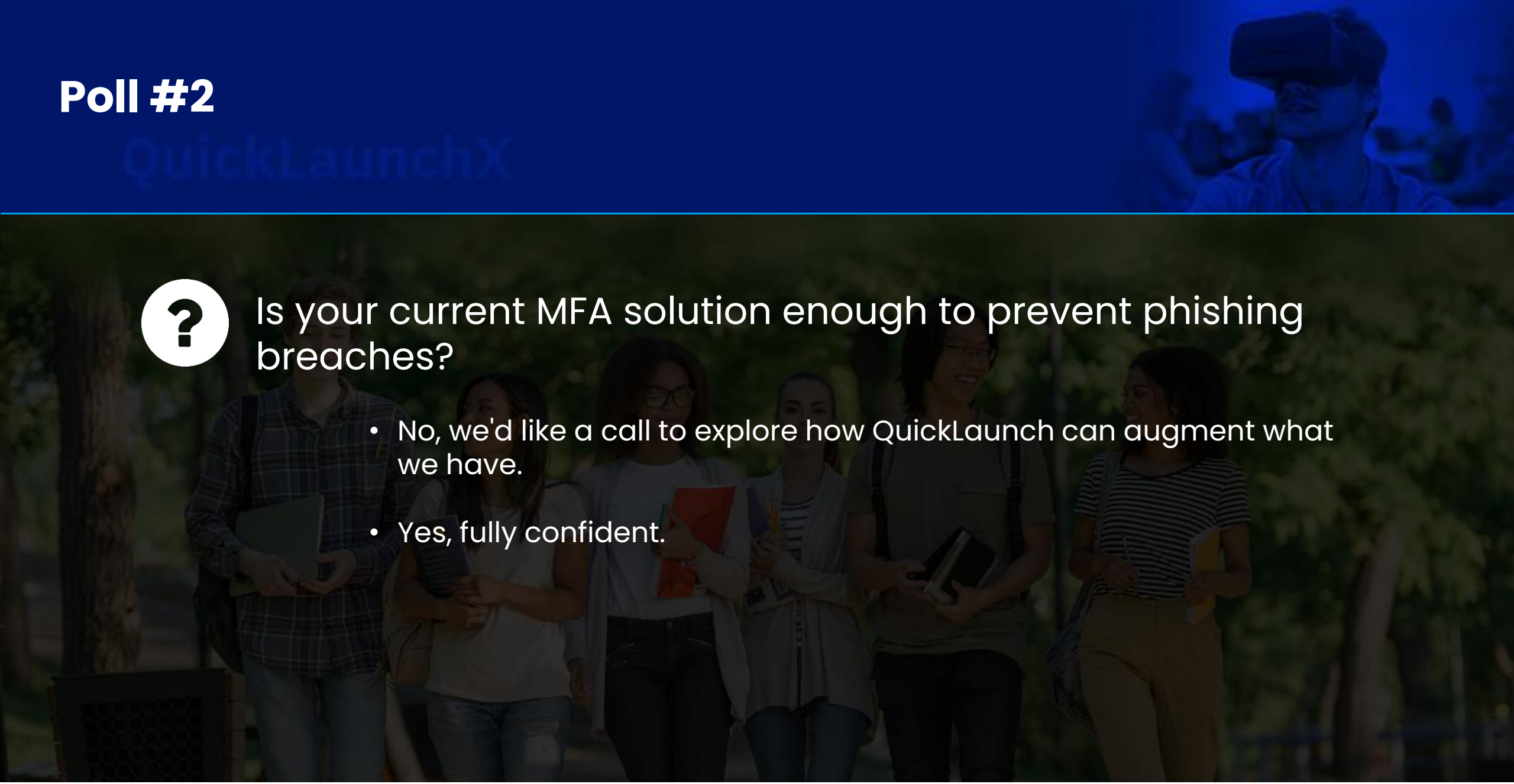


Reduce phishing risk and account takeovers

Improve trust from leadership and auditors

Free IT from incident remediation workload

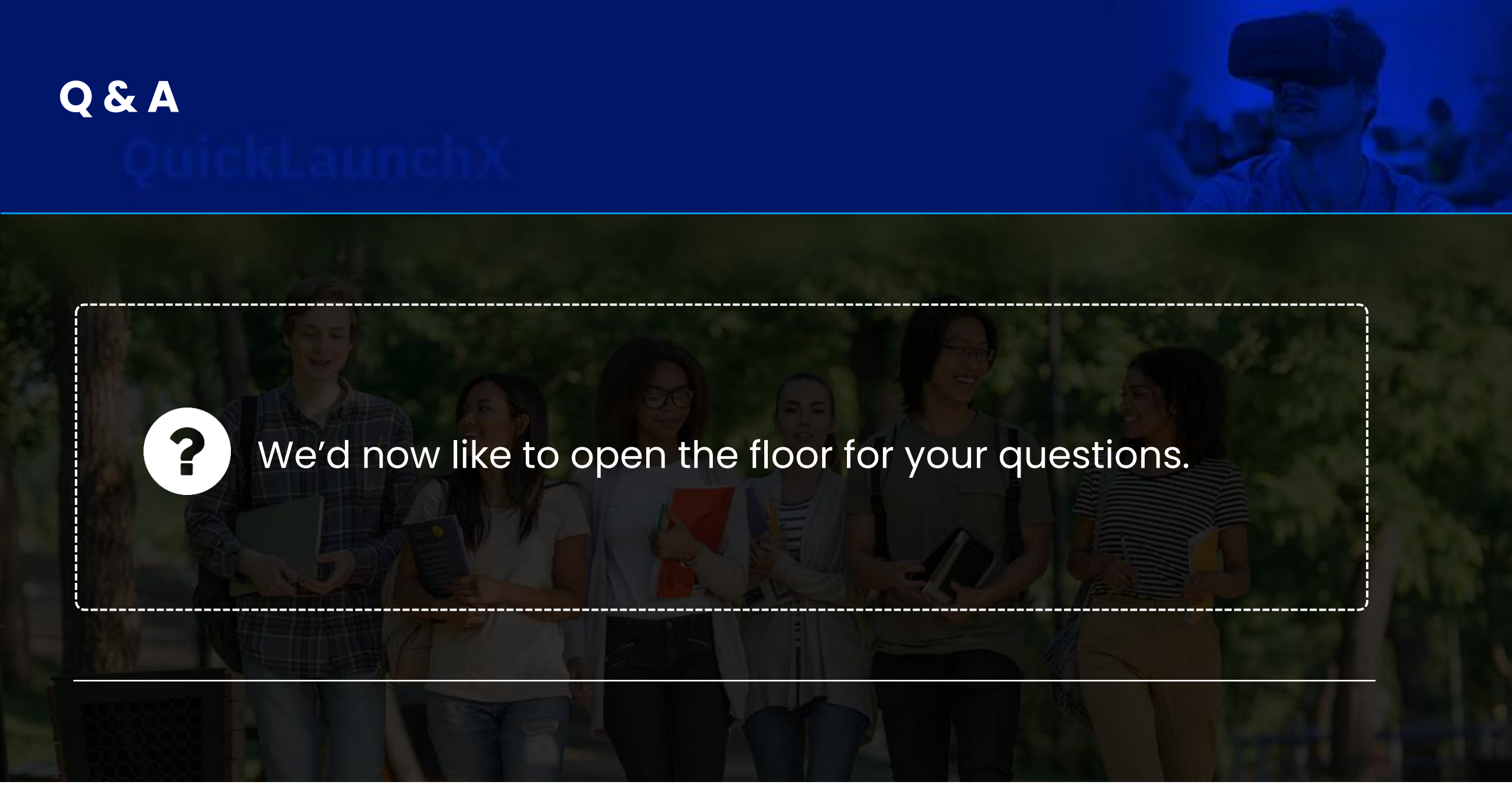
Poll #2



Is your current MFA solution enough to prevent phishing breaches?

- No, we'd like a call to explore how QuickLaunch can augment what we have.
- Yes, fully confident.

Q & A



We'd now like to open the floor for your questions.

Q & A

Sign up for a no cost consultation call today!

Upcoming Events

EDUCAUSE ANNUAL CONFERENCE 2025

October 27–30, 2025 | Nashville

Meet us at Booth #1753

Thank you for joining us.

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Thank You

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