



Welcome back to PODI’s new monthly newsletter! We hope you enjoyed the January issue introducing our new SEO Guidance tool. We continue to get good response on the new tool and look forward to implementing it on more client websites. It is an easy and intuitive way to affect your site’s placement in Google search results.

This month we want to focus on an issue we know you all struggle with – spam submissions of your online forms. Website online forms are attacked constantly; causing site down-time due to DOS attacks, exploiting forms to validate credit card numbers, and using bots to autofill forms with garbage which impacts staff time and may result in bad member data.

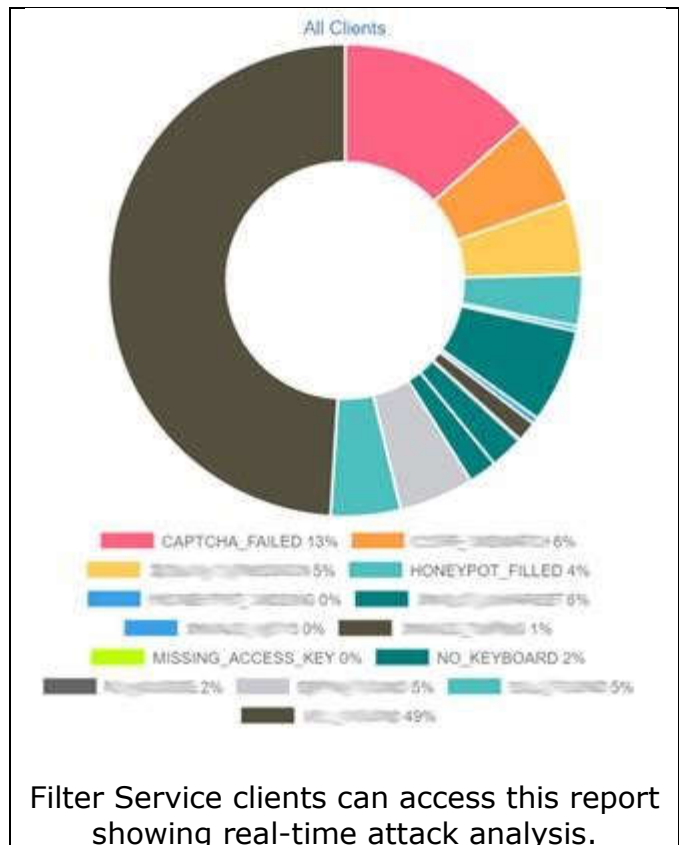
To address this growing problem, we have introduced an online form Filtering Service.

Spammers and hackers are always looking for a way into your website’s code and their methods are becoming much more sophisticated. On one of our client sites they were able to use programs to create hundreds of guest accounts and then follow-up with login-accessed forms submitted by the thousands. This resulted in a bank alert, account shutdown, and loss of ecommerce processing for several days.

Clients whose online forms are compromised are often forced to pay higher transaction fees, as well as perform expedited PCI compliance testing and scheduled monthly scans.

The common use of CAPTCHA (text strings or photo arrays in a form to ensure only human users enter a response) helps, but it is not foolproof. Form abusers can readily acquire utility programs to solve CAPTCHA challenges. And human-staffed “CAPTCHA farms” have sprung up to provide near-real-time completion of CAPTCHA questions.

These real-life examples are why clients are signing up for our form Filtering Service. Our new Filtering Service uses 14 different methods and attributes (such as a mouse movement and honey pots) to identify and stop attacks. In the past four months, we have intercepted more than 1,000 attacks on our client forms.



Most significantly our new Filtering Service has prevented attacks and helped clients avoid form downtime and staff impacts. In at least one case, the Filtering Service ended a pervasive and persistent attack as soon as it was deployed.

And for clients going through technology audits, installing our Filtering Service shows a dedication to keeping your institutional data, as well as individual member data, safe. Visit our website, filter.podi.com or contact your project management team at Potomac Digitek for full pricing and deployment details.

Other News and Notes

We are launching new sites and projects all the time. Here's a sampling of our 2018 site and project launches:

- **Generic Animal Drug Alliance (GADA)** – GADA members are now able to communicate with each other utilizing a community interface – www.gadaonline.org
- **Gordon Archibald Engineers** – launched a new site design, featuring vivid imagery and examples of the company's work – www.graengs.com
- **Council on Employee Benefits (CEB)** – launched a new mini-site for the annual meeting, including online registration tied to the back-office – www.ceb.org
- **American Association of State Compensation Insurance Funds (AASCIF)** – Members and non-members can register for the Annual Meeting, with submission information from the form automatically posting into the back-office, making a better overall user and staff experience – register.aascifannual.org
- **Hearing Industries Association (HIA)** – launched a new home page for HIA as a precursor to a complete new web presence coming later this year – www.hearing.org

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