The case for Secure Comms is gaining ground

A lot has changed during the last two years, and not just pandemic-related working patterns. During that time there has a sea change in the perception around the necessity for secure communications. There has been a myriad of stories in the press about leaked documents, shared private WhatsApp threads, embarrassing Zoom-bombing incidents, changes of privacy policy from WhatsApp meaning that details of users may be disclosed to third parties, as well as a whole host of incidents where people have been spoofed/phished/scammed via faked IDs on their mobile phones.

As the world reopens for business there is a growing understanding of why people need controlled, secure apps for business/work/official communications and why consumer grade apps, like WhatsApp (and others) are simply not suitable. In short, consumer-grade apps that are owned and controlled by multi-national social media companies may claim to be secure, but they are looking to monetise their users' data. This recent article in the New York Post is the latest in a string of news stories on why WhatsApp is not as private and secure as Facebook would have us believe: https://nypost.com/2021/09/07/facebook-reads-and-shares-whatsapp-private-messages-report/

The need for trusted communications across untrusted networks
While working from home people have been using many such free-to-use tools, including Teams and Zoom, simply to get they jobs done. Organisations know that these tools are not really secure enough, but they've mitigated a lot of the risk with processes and additional technology, because while people are working from home, the network is a known entity, even if not totally trusted.

People are now moving to hybrid and remote working, which means a return to airport lounges, coffee shops, shared offices, and anywhere that there is a WiFi connection. Working from a myriad of different locations also means a return to dynamic untrusted and unknown networks as people work from many more diverse locations, in a landscape where threats have evolved and perpetrators are two years more savvy.

Unlike the start of the pandemic, where lockdown was sudden and IT departments scrambled to keep staff productive by any means possible, the return to more normal working can be planned, which means ensuring people have the appropriate tools for the job. This includes a professional, enterprise-suitable, secure collaboration solution.

Benefits of a really secure communications app
Providing employees with an enterprise-grade secure communications app improves security and protects sensitive business information such as intellectual property (product specs, price lists, formulae, recipes, patents), customer information, and contact details. It also helps to avoid embarrassing data breaches which can damage reputation, and perhaps a less obvious benefit, employees are encouraged to take data security more seriously.

The very act of using a special app for business communications and collaboration is a reminder to be careful and take cyber security seriously.

Additional Information

About David Holman

David Holman, Director and Co-Founder of Armour Communications has held a variety of sales and general management positions within international organisations in the IT and security industry. David has been a Non-Executive Director for a number of start-up companies in the security industry more recently, CEO and co-founder of Becrypt, where he was instrumental in growing the business to £10m revenue and profitability. David has sat on various Government/industry committees including CIPCOG (chaired by the Cabinet Office) to promote the importance of security products.

About Armour Comms

Armour Comms provides market leading technology for encrypted solutions including voice, video, messaging, group messaging, conferencing and data on everyday smartphones, tablets and desktops. Supplying enterprise and government markets with an easy-to-use technology combined with advanced security techniques to deliver secure collaboration solutions.

For more information please visit: www.armourcomms.com