



Trustifi Case Study

The Iowa State Bar Association



IOWA STATE BAR ASSOCIATION RELIES ON TRUSTIFI FOR SECURE ATTORNEY-CLIENT COMMUNICATIONS

Oldest voluntary state bar association in the US extends Trustifi to members to modernize and secure against email threat vectors.

The Iowa State Bar Association (ISBA) is an organization that facilitates professional growth and collegiality among Iowa attorneys. Its mission is to “help Iowa attorneys succeed.”

The ISBA represents approximately **8,000 lawyers** from all walks of life and across all practice areas, in Iowa’s 99 counties and beyond.

“Our attorneys span four generations. Finding an email security solution that was accessible for all was paramount in our decision. Trustifi was not only the easiest to use, but also the most trustworthy being the first federally-accepted method of sending legal documents.”

Harry Shipley

Assistant Executive Director of the ISBA

Inconvenient Security Experiences Deter Adoption

Prior to using Trustifi, an ISBA attorney became the victim of a man-in-the-middle (MITM) attack. During the attack, the cybercriminal was able to impersonate the attorney and hijack his email account in order to illegally wire **\$400,000**, which was never recovered.

The ISBA was keenly aware of the dangers of business email compromise, and that email was now a primary attack vector. Despite this, a majority of the membership base was too engrossed in the day-to-day demands of the legal profession to be troubled by improving their security posture beyond virus protection.

Beyond being apathetic towards security improvement, attorneys demand absolute privacy for their clients—making them dubious of digital resources, especially after cumbersome encryption experiences.

“Change is uncomfortable, and that was the case for our membership base,” said Harry Shipley, Assistant Executive Director of ISBA. *“After hearing of our attorney’s cybersecurity incident, I knew we had to help our members mature their security practices so history didn’t repeat itself. Even in the face of resistance.”* The challenge was that the tech-savviness of his members varied greatly and many viewed email encryption as something only “technology people” use.

Making a Case for Trustifi

While evaluating email encryption solutions, Shipley was frustrated with the nickel and dime pricing that required payment for each plugin. Seeking a solution that would scale for thousands of members, complex pricing was an insurmountable obstacle.

Unlike the competitors, Trustifi's solution was the ideal balance of user-friendly, advanced technology at a flat price. Using a SaaS model, Trustifi was able to partner with ISBA to resell its email security platform to 80% of the state's attorneys at a deep discount as a benefit of association membership.

According to Shipley, small firms comprise the majority of his membership, which means there is no IT person on staff. Trustifi excels in these situations with simple deployment that takes less than fifteen minutes. He also noted that in the rare occasion that the infrastructure was more complex, Trustifi took immediate action to remotely rectify any roadblocks.

Iowa Attorneys Side With Security

Initially, many attorneys were hesitant to implement Trustifi. Now, that we have a large adoption rate, the feedback is overwhelmingly positive. Trustifi has swayed even our seasoned attorneys who have gone their whole careers without email security because they considered it unnecessary.

"When all you know is time-intensive email encryption and decryption, of course you don't want to use it," said Shipley. *"Since our first conversation with the Trustifi team to today, we have witnessed an impressive evolution to the comprehensive email security platform currently available."*

As cyber threats continue to change, Shipley is confident Trustifi will be one step ahead to provide top-notch email protection.



Trustifi puts security and control in the hands of our attorneys. They can choose to encrypt—or not. Regardless, their email is always secure because Trustifi constantly checks for fraudulent emails, malware, and phishing schemes.

When you choose Trustifi, it's not just email encryption—you're getting a holistic email security solution. Want to recall an email? Instead of the traditional method that essentially says "please don't read this email," you can track, recall, and/or modify any sent emails.

256-Bit AES Encryption

NSA grade protection over your data and files

Extra Security Features

- One time access to files/emails
- Block access to print files
- Delete or edit messages after they have been sent

Inbound Protection

Stay protected from malicious links and files, viruses, phishing and spoofing attacks, ransomware attacks and even Spam.

Multi layered 360° Protection

Multi-Factor Authentication

on the recipient- You can choose to lock an email by adding a pin or a question that can only be unlocked by the intended recipient for an extra layer of protection

No Log-in Portal or Account Necessary

one click authenticate and decrypt allows your recipients to open your emails and also reply encrypted without ever having to sign up or login to anything



Contact Trustifi today to discuss how to maintain your organization's sensitive data with the easiest to use email security platform.



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