

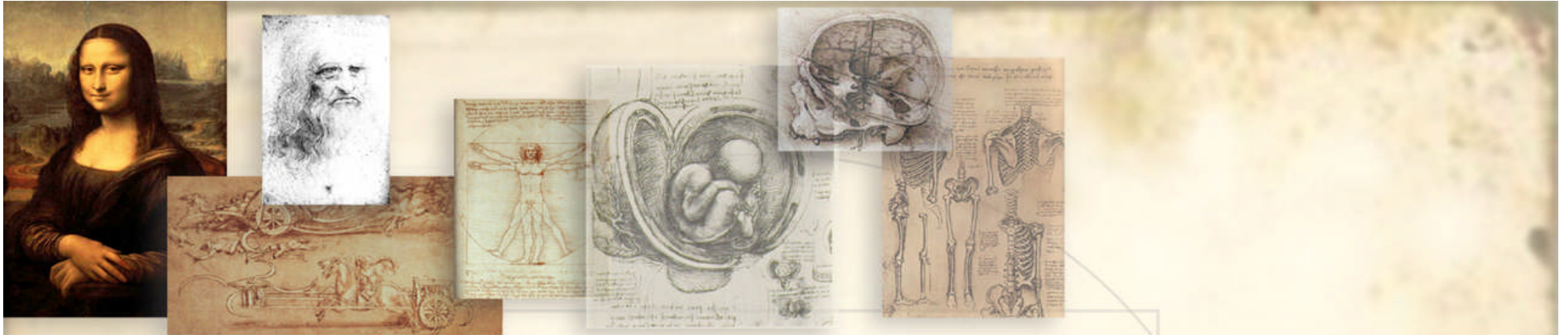


Google Hacking Making Competitive Intelligence Work for You

Tom Bowers

President Philadelphia InfraGard

Managing Director, Security Constructs, LLC



Competitive Intelligence

1. What is it?
2. How is it done?
3. Is it legal?
4. How do we prevent it?



Asking Questions

Basics

- Who
- What
- When
- Why
- Where
- How

“Godiva Chocolatier Inc”

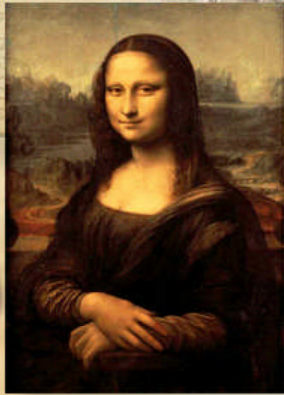
- What business is it in?
- How big is it?
- Where are they located?
- Is it publicly traded?
- What are the annual sales and growth?
- Pending legal issues?
- Who are the decision makers?



Refining the Search

1. Use “intitle” versus “inurl” (looking for dirt)
2. Scour news sites and newsgroups
3. Check financial filings
4. Check security analyst reports
5. Use Google Groups and Blogs

Google Tools



Google Answers (retired)

answers.google.com

Google Scholar

scholar.google.com

Google Earth

earth.google.com

Google Patent Search

www.google.com/patents

Google Blog Search

blogsearch.google.com

Google Alerts

www.google.com/alerts

Google Maps

maps.google.com

Google Options

More Google Products - Mozilla Firefox

Type to search

File Edit View History Bookmarks Tools Help

http://www.google.com/intl/en/options/

Megaproxy











ODP - Open Directory Project TouchGraph | Products: Google Browser ResearchBuzz More Google Products

Google™ [Web](#) [Images](#) [Video](#) [News](#) [Maps](#) more »




Search the Web

More Google products







Search

-  [Alerts](#)
Get email updates on the topics of your choice
-  [Blog Search](#)
Find blogs on your favorite topics
-  [Book Search](#)
Search the full text of books
-  [Catalogs](#)
Search and browse mail-order catalogs
-  [Checkout](#)
Complete online purchases more quickly and securely
-  [Desktop](#)
Search and personalize your computer
-  [Directory](#)
Browse the web by topic
-  [Earth](#)
Explore the world from your PC
-  [Finance](#)
Business info, news, and interactive charts
-  [Froogle](#)
Shop for items to buy online and at local stores

Explore and innovate

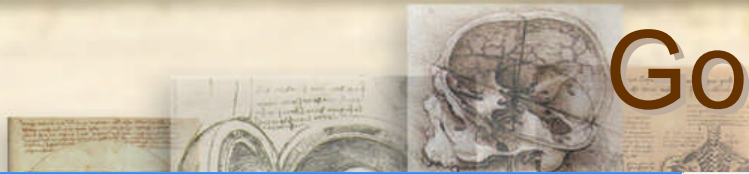
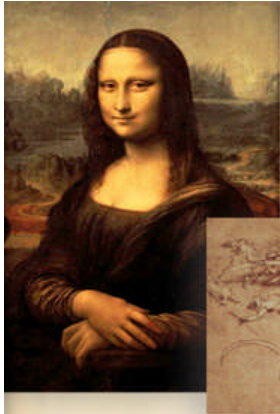
-  [Code](#)
Download APIs and open source code
-  [Co-op](#) - now with [Custom Search Engine](#) ^{New!}
Contribute your expertise and customize the web search experience
-  [Labs](#)
Explore Google's technology playground

Communicate, show & share

-  [Blogger](#)
Share your life online with a blog -- it's fast, easy, and free
-  [Calendar](#)
Organize your schedule and share events with friends
-  [Docs & Spreadsheets](#)
Create and share your projects online and access them from anywhere
-  [Gmail](#)
Fast, searchable email with less spam
-  [Groups](#)
Create mailing lists and discussion groups
-  [Picasa](#)
Share photos and videos online

Done

Google Maps



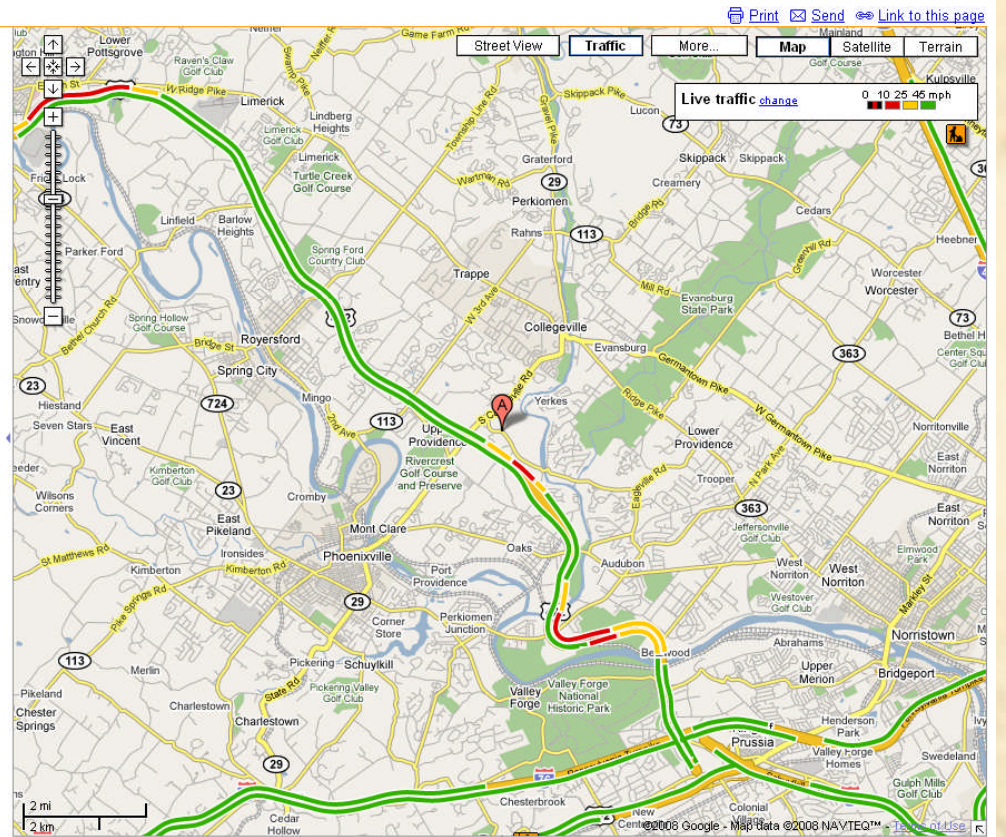
wyeth pharmaceuticals loc: Collegeville, PA - Google Maps - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://maps.google.com/maps?hl=en&newwindow=1&as_q=wyeth+pharmaceuticals+collegeville,+pa&as_epq=&as_eq=&num

Most Visited Latest Headlines Megaproxy MapQuest
wyeth pharmaceuticals collegeville, pa ... wyeth pharmaceuticals loc: Colle...
Web Images Maps News Shopping Mail more
thowers@ptd.net | My Profile | Help | My Account | Sign out

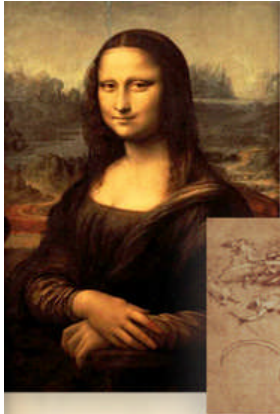
Google Maps
What e.g., "pizza" Where e.g., "poughkeepsie"
wyeth pharmaceuticals Collegeville, PA Search Businesses
Search the map Find businesses Get directions

Search Results My Maps

Results 1-1 of about 1 for **wyeth pharmaceuticals** near **Collegeville, PA**
Wyeth Pharmaceuticals - more info >
500 Arcola Rd, Collegeville, PA
(610) 902-1200
"... On Tuesday, April 22, 2008, **Wyeth** announced 2008 First Quarter Financial Results and held a conference call to discuss earnings. Click here for further information ..."
[wyeth.com](http://www.wyeth.com)



Google Maps – Satellite



wyeth pharmaceuticals loc: Collegeville, PA - Google Maps - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://maps.google.com/maps?hl=en&newwindow=1&as_q=wyeth+pharmaceuticals+collegeville,+pa&as_epq=&as_oq=&as_eq=&num

Most Visited Latest Headlines Megaproxy MapQuest

wyeth pharmaceuticals collegeville, pa ... wyeth pharmaceuticals loc: Colle...

Web Images Maps News Shopping Mail more

towers@pdt.net | My Profile | Help | My Account | Sign out

Google Maps

What e.g., "pizza" Where e.g., "poughkeepsie"

wyeth pharmaceuticals Collegeville, PA Search Businesses

Search the map Find businesses Get directions

Search Results My Maps

Results 1-1 of about 1 for **wyeth pharmaceuticals** near **Collegeville, PA**

Wyeth Pharmaceuticals - more info »
500 Arcola Rd, Collegeville, PA
(610) 902-1200

"... On Tuesday, April 22, 2008, **Wyeth** announced 2008 First Quarter Financial Results and held a conference call to discuss earnings. Click here for further information ..."
wyeth.com

Street View Traffic More... Map Satellite Terrain

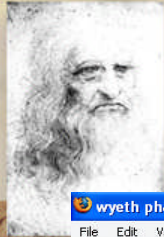
Live traffic change 0 10 25 45 mph

A satellite map of Collegeville, PA, showing the location of Wyeth Pharmaceuticals. The map includes a red pin at the location, a scale bar (1000 ft / 200 m), and various road labels like S Collegeville Rd, Phoenixville Collegeville Rd, and Arcola Rd. A traffic overlay shows a red line indicating traffic on the main road. The map also shows surrounding areas like Black Rock and Arcola.

Done

PageRank Alexa Compete

Google Maps – Satellite



wyeth pharmaceuticals loc: Collegeville, PA - Google Maps - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://maps.google.com/maps?hl=en&newwindow=1&as_q=wyeth+pharmaceuticals+collegeville,+pa&as_epq=&as_eq=&as_eq=&num

Most Visited Latest Headlines Megaproxy MapQuest

wyeth pharmaceuticals collegeville, pa ... wyeth pharmaceuticals loc: Colle...

Web Images Maps News Shopping Mail more

tbowers@ptd.net | My Profile | Help | My Account | Sign out

Google Maps

What e.g., "pizza" Where e.g., "poughkeepsie"

wyeth pharmaceuticals Collegeville, PA Search Businesses

Search the map Find businesses Get directions

Search Results My Maps

Results 1-1 of about 1 for wyeth pharmaceuticals near Collegeville, PA

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(610) 902-1200

"... On Tuesday, April 22, 2008, **Wyeth** announced 2008 First Quarter Financial Results and held a conference call to discuss earnings. Click here for further information ..."

wyeth.com

Print Send Link to this page

Street View Traffic More... Map Satellite Terrain

Show labels

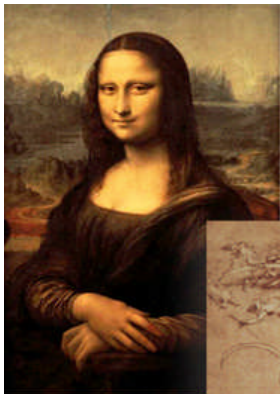
Live traffic changes 0 10 25 45 mph

A satellite view of a large industrial or pharmaceutical building complex with multiple interconnected structures, parking lots, and surrounding greenery.

Transferring data from mt0.google.com...

PageRank Alexa Compete

Google Earth – 3D Satellite



A screenshot of the Google Earth interface. The main window shows a 3D satellite view of a city with several skyscrapers. The interface includes a search bar at the top left, a search results list, a 'Places' panel, and a 'Layers' panel. A pop-up window displays a Street View image of a city street. The search bar contains the text 'denver colorado'. The search results list shows 'Denver, CO' and '500 Arcola Rd, Collegeville, PA 19426'. The 'Places' panel shows 'My Places' and 'Temporary Places'. The 'Layers' panel shows various options like 'Primary Database', 'Geographic Web', 'Roads', '3D Buildings', 'Street View', 'Borders and Labels', 'Traffic', 'Weather', 'Gallery', 'Global Awareness', 'Places of Interest', 'More', and 'Terrain'. The pop-up window shows a Street View image of a city street and the text 'California St / 17th St Address is approximate'. The pop-up window also includes links for 'Show full screen', 'View in Google Maps - Embed in your website', and 'Report inappropriate image'. The bottom of the interface shows coordinates '39°44'51.04" N 104°59'31.20" W', elevation 'elev 5270 ft', date 'Jul 2007', and 'Eye alt 6642 ft'. The Google logo is visible in the bottom right corner.

3 Levels:
Free
Plus - \$20
Pro - \$400



Google Maps - Intel

1. Auto traffic
 1. Manufacturing schedules
 2. Production cycles
2. Parking lot analysis – personnel
 1. Executives – dedicated parking
 2. Department Heads – early arrivals
3. Security arrangements
4. Plant expansion

Looking Inside

AXIS 2400+ Video Server

Video All
Video 1
Video 2
Video 3
Video 4
Admin

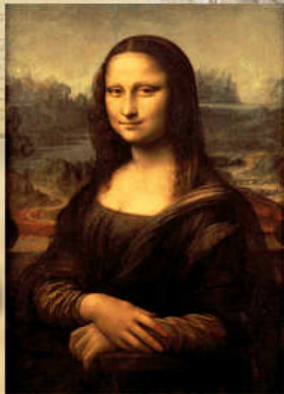
Can1
Can2
Can3
Can6

2008-06-25
13:16:50

View Operationally:
Type of Equipment
OS used / vulnerabilities
Personnel traffic
Business Operations

Google Alerts

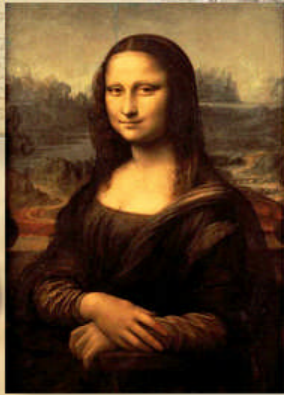
Constant Information Leakage Monitoring
(counter-intelligence)



Note that some search terms are "explicit" and others are not.

Search terms	Type	How often	edit delete
Business Intelligence	News & Web	once a day	edit delete
"computer forensic"	News & Web	once a day	edit delete
"Content Monitoring"	News & Web	once a day	edit delete
"Counter Competitive Intelligence"	News & Web	once a day	edit delete
"Data mining"	News & Web	once a day	edit delete
"Enterprise Rights Management"	News & Web	once a day	edit delete
"ID Management"	News & Web	once a day	edit delete
"information security" incident	News & Web	once a day	edit delete
"information security" legislation	News & Web	once a day	edit delete
"information security" privacy	News & Web	once a day	edit delete
"information security" regulation	News & Web	once a day	edit delete
"IT" outsourcing	News & Web	once a day	edit delete
"social network analysis"	News & Web	once a day	edit delete
"tom bowers" "information security"	News & Web	once a day	edit delete
darknet	News & Web	once a day	edit delete
wyeth discovery	News & Web	once a day	edit delete

Additional Google Related Tools



- Open Directory Project
dmoz.org
- ResearchBuzz
www.researchbuzz.org
- TouchGraph GoogleBrowser
www.touchgraph.com/TGGoogleBrowser.html

Open Directory Project

ODP - Open Directory Project - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://dmoz.org/

Megaproxy

ODP - Open Directory Project TouchGraph | Products: Google Browser ResearchBuzz

dmoz open directory project In partnership with AOL search

[about dmoz](#) | [suggest URL](#) | [help](#) | [link](#) | [editor login](#)

Search [advanced](#)

Arts
Movies, Television, Music...

Business
Jobs, Real Estate, Investing...

Computers
Internet, Software, Hardware...

Games
Video Games, RPGs, Gambling...

Health
Fitness, Medicine, Alternative...

Home
Family, Consumers, Cooking...

Kids and Teens
Arts, School Time, Teen Life...

News
Media, Newspapers, Weather...

Recreation
Travel, Food, Outdoors, Humor...

Reference
Maps, Education, Libraries...

Regional
US, Canada, UK, Europe...

Science
Biology, Psychology, Physics...

Shopping
Autos, Clothing, Gifts...

Society
People, Religion, Issues...

Sports
Baseball, Soccer, Basketball...

World
Deutsch, Español, Français, Italiano, Japanese, Nederlands, Polska, Dansk, Svenska...

Become an Editor Help build the largest human-edited directory of the web

Copyright © 1998-2007 Netscape

4,830,684 sites - 75,151 editors - over 690,000 categories

Done

ResearchBuzz

ResearchBuzz - Mozilla Firefox


File Edit View History Bookmarks Tools Help

http://www.researchbuzz.org/wp/

Megaproxy

TouchGraph | Products: Google Browser

ResearchBuzz



ResearchBuzz
News about search engines, databases, and other information collections.

2007 03 13 **Time to Search, Search With Time**

11735 readers
BY FEEDBURNER

Get the RSS Feed!

Get the Newsletter!

someone@example.com

Subscribe

[Privacy Policy](#)

Admin

- [About ResearchBuzz](#)
- [Contact!](#)
- [Submit Your Site](#)
- [Want to Advertise in ResearchBuzz?](#)

Permalink

Hey, this is pretty neat. Time Search is designed to allow you to search for information based on time with location or theme. Check it out at <http://www.timesearch.info>.

Make sure you have JavaScript turned on because this site doesn't work well without it. Click on the buttons to pick an area if you like (broken down by continent, with sub-areas available; you can also choose World) and pick a theme if you like (technology, war, politics, religion, society, etc.)

If you're REALLY feeling specific, choose which timeline sites to search (click on the Timeline Sites button at the bottom of the query box) then choose the year you want to search and BC or AD.

I chose 79 AD, worldwide, no themes, no restrictions on site. I got a timeline as a search result. The timeline starts at 79AD (*Titus is emperor*) and goes as far as 175 (*Confucians take rubbings*). These are the simple listings. Extended listings cover about a paragraph and as you might imagine are much more extensive. Sometimes the listings leave out a fact or two; the first entry says "Titus becomes emperor" but even the extended listing doesn't say OF WHERE. Now you know and I know, but does everybody know?

Each listing has several icons to the right and left. One set of icons are blue and will take you to text-based search results for several different resources based on keywords in the timeline listing. (For example, the first entry in my search result might have text search links for *Titus*, *Vespasian*, "*Roman Empire*", etc.) The other set of icons links directly to Google Image search results for selected words in the timeline entry.

Done

TouchGraph

The screenshot displays the TouchGraph application interface within a Mozilla browser window. The browser's address bar shows the URL <http://www.touchgraph.com>. The application interface includes a search bar with the text "SecureWorldExpo" and a "Go" button. Below the search bar are controls for "Display", "Filter", "Format", and "Tools". A "Zoom" and "Spacing" slider is also present.

The main area of the application is a network graph. The graph consists of numerous nodes, each represented by a circular icon with a logo or text. The nodes are interconnected by lines, forming a complex network. The nodes include "Black Hat", "Intrusion", "Midsize", "Threat", "Welcome to", "SecureWorld", "Mass Network", "Page 1", "Interop Las", "Spire", "SecureWorld", "Business", "July 2003 -", "Compliance", "Philadelphia", "Nachtworm", "Strategy to", "Surety, the", "IP", "Microsoft", "AppointmentQu", "North", "JupiterEvents", "LinuxWorld", "security", "DistribuTECH", "RSA", "JMG VoIP", "Good Gear", "SecureWorld", "FishiNet", "Capitol", "Georgia", "GEO", and "powered by TouchGraph".

On the left side of the interface, there is a sidebar with an "Info" tab and a "Filter" section. The "Info" tab displays "SecureWorld Expo Events" with a link to <http://www.secureworldexpo.com/events/index.php> and contact information: "Secure Computing, Luncheon Sponsor · KPMG. Roundtable Sponsor. For Exhibit & Sponsorship In Please Contact info@secureworldexpo.com or Call 503.245.4064...". The "Filter" section has a "Show Hidden" checkbox and a search field.

Below the filter is a table with the following columns: Name, URL, and Sim#. The table contains the following data:

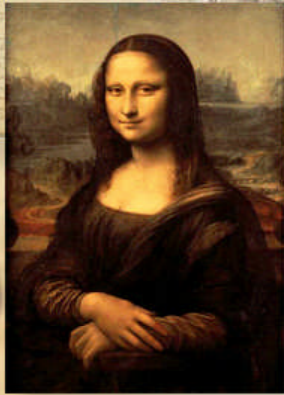
Name	URL	Sim#
SecureWorld Expo Events	secureworld...	10
Nachi worm infected Die...	securityfocu...	2
Compliance drives securi...	searchsecur...	2
AppointmentQuest Onlin...	appointment...	1
[Cpug-list] Palm WiFi at C...	chicagopalm...	1
Microsoft will turn off Mes...	infoworld.co...	1
North America CACS	isaca.org/na...	1
SecureWorld Expo Events	secureworld...	9
SANS Institute - SANS 20...	sans.org/sa...	1
Midsize Enterprise Summit	midsizeenter...	1
Threat Management Cent...	https://trmc.ti...	1
Intrusion Prevention IPS ...	tippingpoint...	1
Intrusion Defense: Block ...	events.techt...	1
Welcome to 3Com Corpo...	3com.com	1
CIO Decisions Conferenc...	ciodecisions...	1
Enterprise Security Infor...	trigeo.com	1
Black Hat USA 2006 Brief...	blackhat.co...	1
SecureWorld Expo	secureworld...	10
SecureWorld Expo Events	secureworld...	10
SecureWorld Expo Events	secureworld...	10
Conference, Vancouver In...	secureworld...	2

The status bar at the bottom of the browser window shows "Done!" and "Applet com.touchgraph.googlebrowser.GoogleApplet started".

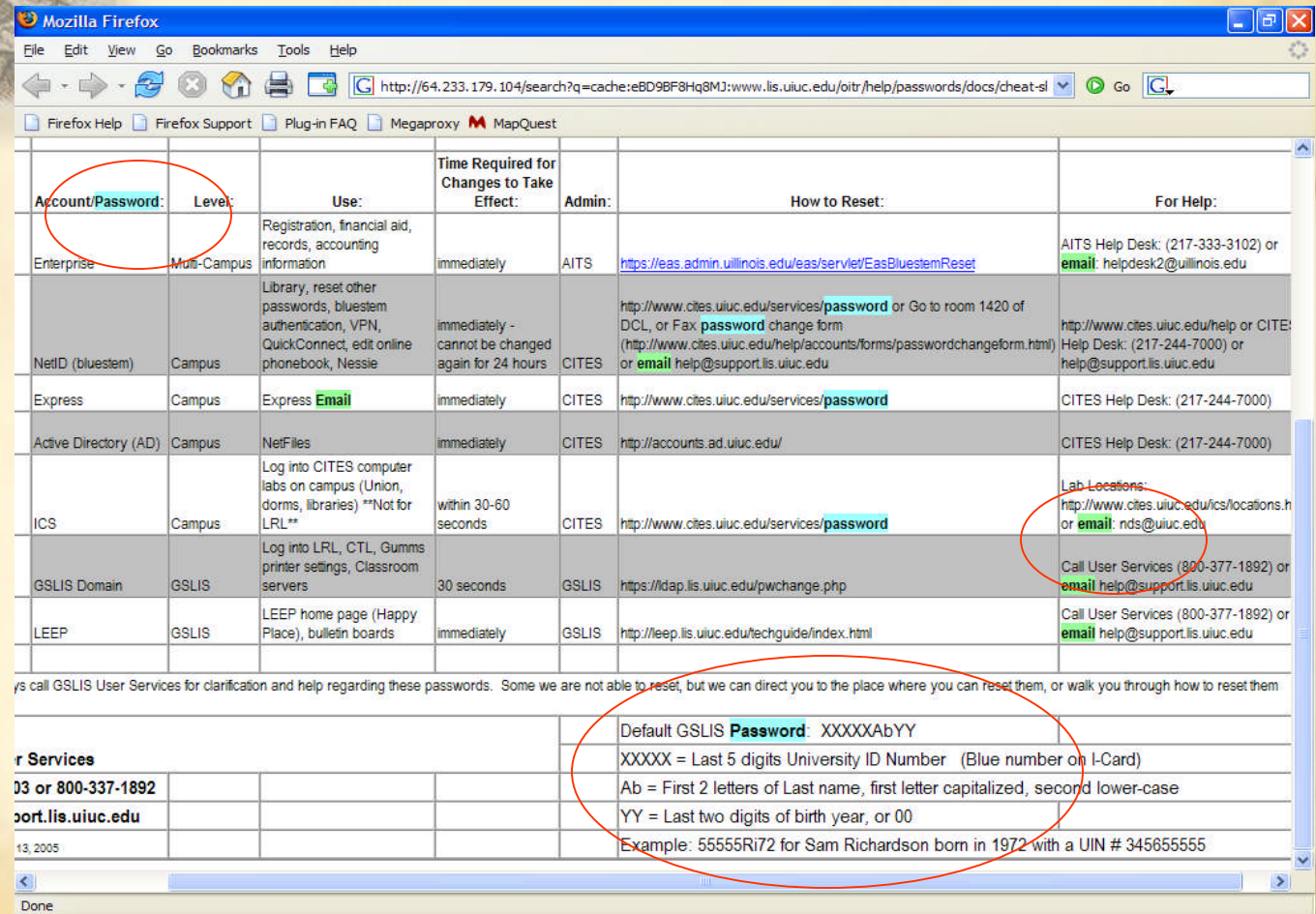
Document Grinding

Username password email

Filetype:xls



Notice that this is a spreadsheet
With the search terms highlighted



Account/Password:	Level:	Use:	Time Required for Changes to Take Effect:	Admin:	How to Reset:	For Help:
Enterprise	Multi-Campus	Registration, financial aid, records, accounting information	immediately	AITS	https://eas.admin.uiuc.edu/eas/serve/EasBluestemReset	AITS Help Desk: (217-333-3102) or email: helpdesk2@uiuc.edu
NetID (bluestem)	Campus	Library, reset other passwords, bluestem authentication, VPN, QuickConnect, edit online phonebook, Nessie	immediately - cannot be changed again for 24 hours	CITES	http://www.cites.uiuc.edu/services/password or Go to room 1420 of DCL, or Fax password change form (http://www.cites.uiuc.edu/help/accounts/forms/passwordchangeform.html) or email help@support.lis.uiuc.edu	http://www.cites.uiuc.edu/help or CITES Help Desk: (217-244-7000) or help@support.lis.uiuc.edu
Express	Campus	Express Email	immediately	CITES	http://www.cites.uiuc.edu/services/password	CITES Help Desk: (217-244-7000)
Active Directory (AD)	Campus	NetFiles	immediately	CITES	http://accounts.ad.uiuc.edu/	CITES Help Desk: (217-244-7000)
ICS	Campus	Log into CITES computer labs on campus (Union, dorms, libraries) **Not for LRL**	within 30-60 seconds	CITES	http://www.cites.uiuc.edu/services/password	Lab Locations: http://www.cites.uiuc.edu/cs/locations.h or email: nds@uiuc.edu
GSLIS Domain	GSLIS	Log into LRL, CTL, Gumms printer settings, Classroom servers	30 seconds	GSLIS	https://dap.lis.uiuc.edu/pwchange.php	Call User Services (800-377-1892) or email help@support.lis.uiuc.edu
LEEP	GSLIS	LEEP home page (Happy Place), bulletin boards	immediately	GSLIS	http://leep.lis.uiuc.edu/techguide/index.html	Call User Services (800-377-1892) or email help@support.lis.uiuc.edu

ys call GSLIS User Services for clarification and help regarding these passwords. Some we are not able to reset, but we can direct you to the place where you can reset them, or walk you through how to reset them

r Services	Default GSLIS Password : XXXXXAbYY
33 or 800-337-1892	XXXXX = Last 5 digits University ID Number (Blue number on I-Card)
port.lis.uiuc.edu	Ab = First 2 letters of Last name, first letter capitalized, second lower-case
	YY = Last two digits of birth year, or 00
13, 2005	Example: 55555Ri72 for Sam Richardson born in 1972 with a UIN # 345655555

Metadata analysis

Using Metadata Assistant

Results:

Analyzing E:\Backup\Tom\To Review\182832880_182813352_80_1168_0_20051028104436.xls

Document Name: 182832880_182813352_80_1168_0_20051028104436.xls
Path: E:\Backup\Tom\To Review

Built-in file properties:
Built-in properties containing metadata: 7
Author: Amy E Reibrich
Last author: BowersT
Application name: Microsoft Excel
Last print date: 11/29/2004 1:22:16 PM
Creation date: 10/10/2002 12:39:42 PM
Last save time: 10/28/2005 4:41:48 PM
Company: AHP

Custom workbook properties:
No custom workbook properties

Cell contents specially formatted to be invisible:
No cell contents formatted to be invisible

Routing slip:
No routing slip

Shared workbook and tracked changes:
Not a shared workbook

Comments:
No comments

Convert to pictures:
No objects to be converted to pictures

Hyperlinks:
Hyperlinks: 10
Location: Monthly Summ Upper Left Cell: \$E\$49
Location: Brand MTD Upper Left Cell: \$C\$40
Location: Brand YTD Upper Left Cell: \$C\$41
Location: Top 25 Customers Upper Left Cell: \$B\$36
Location: Sales Zone Summ Upper Left Cell: \$D\$78
Location: Brand vs F'Cast Upper Left Cell: \$C\$40
Location: Geo vs F'Cast Upper Left Cell: \$D\$79
Location: New Items Upper Left Cell: \$F\$43
Location: Products on Allocation Upper Left Cell: \$F\$14
Location: Sales Zone Area Returns Upper Left Cell: \$C\$77

Defined names:
No defined names

Smart tags:
No smart tags in workbook

Remove personal information:

© 2004, Payne Consulting Group, Inc.

Close
Analyze
Clean
Switch to Detailed View
Scroll to Next Workbook
Save Results as RTF
Open Results as an XML Document

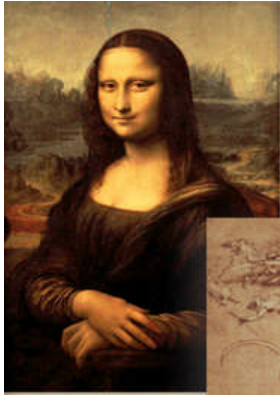
Author
Creation dates...

Hidden Hyperlinks
Additional points of data leakage



Counter Competitive Intelligence

1. Conduct CI on yourself – your competitors are
 1. Build a competitive profile
 2. Who are the movers and shakers
 3. Lines of business.....
2. What type of information is leaking and from where?
3. Can a business process be modified?
4. Active disinformation? (running equipment at odd times...)
5. Will a new policy help? (business or security)
6. Can I leverage existing security technologies?
7. Are there new technologies?



Case Study

1. Los Alamos and Oak Ridge Spear Phishing attack

1. Visitor database only
2. 12 different attackers, 7 emails to 1000's of employees
3. Which scientist visited, how often and what is their expertise.
4. Allows us to build a competitive profile of the type of research being done at these facilities and by extension what type of research these facilities are capable of.

2. What about your business?

1. Whaling Attack – phishing your executives
2. Specific companies
3. Specific groups within a company
 1. Who are the movers and shakers
 2. Email addressing schema (look and feel)
 3. Who do these people normally talk to
 4. Detailed contact information
 5. Similar to Executive Recruiters today



What Can I Learn?



PROFESSIONAL SOCKS 4/5 SERVICE

LOGIN

PASSWORD

HOME TARIFFS LOGIN

Tariff Rates

Daily plans ***						Per Use plans				
1 Proxy Price	Daily Limit **	Monthly Price	Tariff Name	Quantity Per Month *	Proxy Helper	1 Proxy Price	Monthly Price	Tariff Name	Quantity Per Month *	Proxy Helper
0.13¢	5	\$20	Daily 5	150	\$10	0.50¢	\$9.95	PerUse 1	20	\$10
0.11¢	10	\$35	Daily 10	300	\$10	0.30¢	\$15	PerUse 2	50	\$10
0.08¢	20	\$50	Daily 20	600	\$10	0.25¢	\$20	PerUse 3	80	\$10
0.07¢	30	\$65	Daily 30	900	free !	0.15¢	\$29.95	PerUse 4	200	\$10
0.06¢	50	\$95	Daily 50	1500	free !	0.10¢	\$50	PerUse 5	500	free !
0.05¢	75	\$125	Daily 75	2250	free !	0.07¢	\$69.95	PerUse 6	1000	free !

* Quantity of proxies, involved in monthly payment.

** Quantity restriction on proxies which you can use for a day

*** Tariffs have a refund system implied to a proxy that goes dead while work

PAYMENT IS ACCEPTED VIA : [Webmoney](#), [Egold](#)

Support (only in English) & demo accounts: **ICO : 555019, 990100**

Terms of Service

Peculiar Properties of Tariff Rates :

per use:

The **Per Use Tariff Rate** includes one month payment; the payment involves a certain amount of proxy servers which you can take from the base as many as you wish without any restrictions. If you have not used the proxies included in the monthly payment, these proxies are not extended to the next month. In these Tariffs you can see all proxies which are online at a moment .

Daily:

The **Daily Tariff Rate** includes one month payment; the amount of proxy servers which you can take from the base within 24 hours is limited in your Tariff Rate-related quantity. With these Tariff Rates, you can see all proxy servers which are online at a moment. If the system finds out for the first 10 minutes* of using a proxy that the proxy has stopped responding, this proxy will not be billed, and the system will automatically refund you . **

* Typically, this time is enough to see if a proxy can go on working

** At present the system is working in a test mode

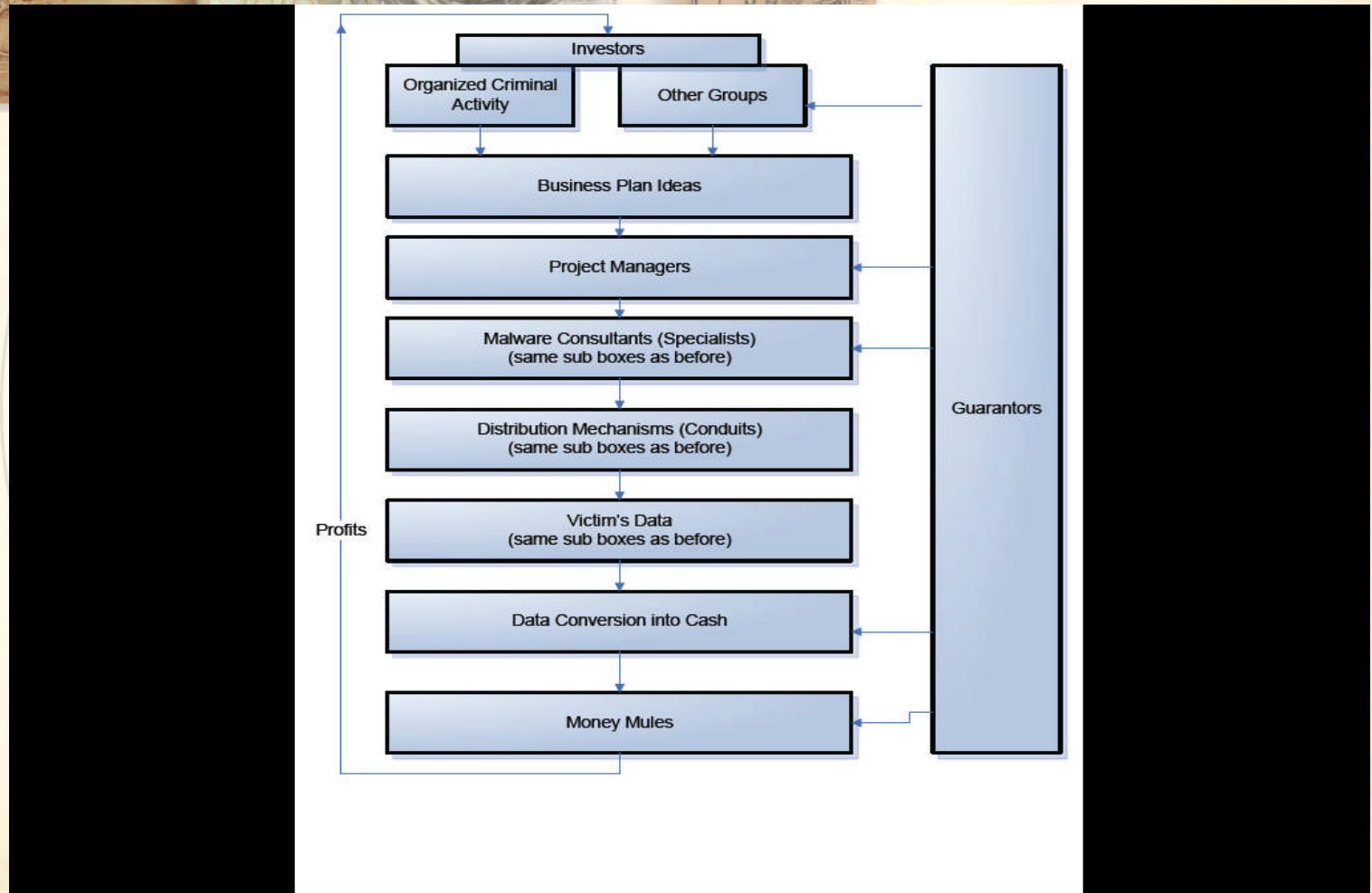
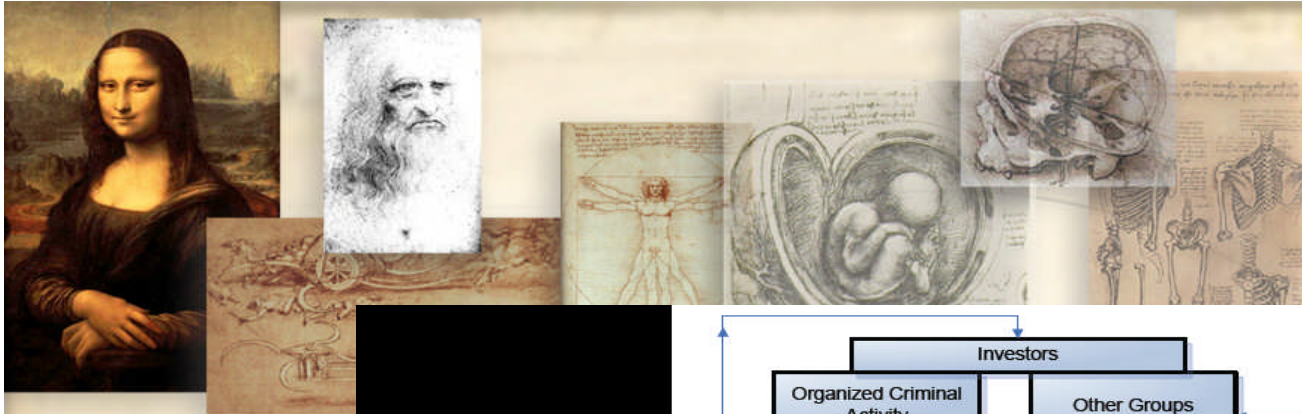
Information about Proxy Helper:

[Proxy Helper manual \(ENGLISH VERSION\)](#)

PROHIBITED:

1. Account may not be used by more than 1 person (Daily Tariff Rates)
2. Proxy Helper may not be used by more than 1 person (All Tariffs)
3. A proxy server may not be used for mass mailing (not only in terms of spam)
4. A proxy may not be taken from the base by using programs other than your browser (Daily Tariff Rates)

Interpretation





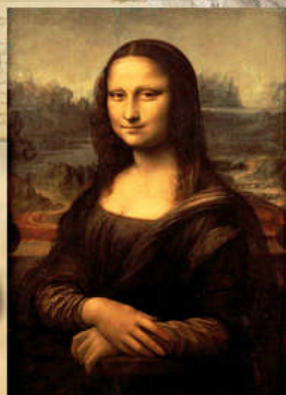
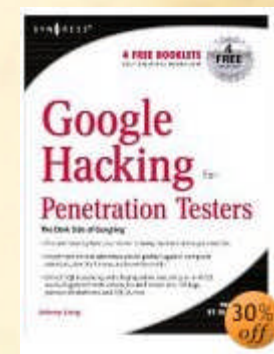
Flexible Protection Architecture

1. Policies
2. Procedures
3. Contracts
4. Vendor selection
5. Auditing
6. Active Protections
7. Passive Protections

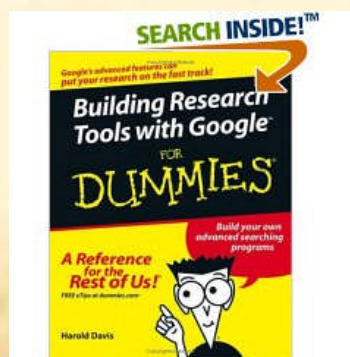
Johnny.ihackstuff.com

Google Hacking for Penetration Testers

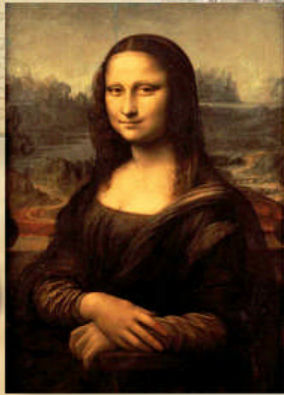
Johnny Long



Building Research Tools with Google for Dummies
Harold Davis



Conclusions

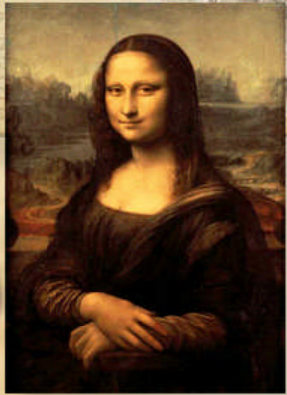


- If its on Google its probably public information
- Google has many tools built in
- Many tools are built on Google APIs
- Always start with "the question."

Then refine, research, refine...

- Don't forget the documents themselves
- Build a profile, use it to improve your security

Questions?



Tom.Bowers@securityconstructs.com