



Greater New York
Automobile Dealers
Association



*Bagels with
Bieler*

DMV-DIRECT

REGISTRATION, TITLING, & BEYOND...
CALL 718.747.0400

GNVADA's vehicle registration and titling service, DMV-DIRECT, has been dealers go-to source for fast, convenient, & reliable DMV services.

DMV-DIRECT provides many DMV related services, including:

- Permanent Registration Issuance
- Duplicate Titles In 3 To 5 Days
- Out-of-State Registration & Title Processing for 42 States
- On-Site Connecticut Plates Issuance
- Dial-In Information Verification
- In-Transit Processing
- Duplicate Registrations
- Registration Renewals
- Title-Only Transactions
- Plate Surrenders
- Dealer Plate Renewals
- Rental Plate Renewals
- Repossessed Vehicles Processing
- MV-82 & Transmittal Forms Supplied
- Boat Registrations – Renewed and Duplicates
- Trailer Plates
- Commercial Plates

GNVADA
Greater New York
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DMV DIRECT
VEHICLE REGISTRATION &
TITLE PROCESSING SERVICE

GNVADA's **DMV DIRECT**

RUSH DUPLICATE TITLE SERVICE

FAST, LOW COST SERVICE
Have a title at your dealership in 3 days, easy as 1, 2, 3!

1. Fax Paperwork to 718.747.1237
2. Receive title on 3rd day
3. Submit payment

**New Jersey
Registration &
Title Processing**

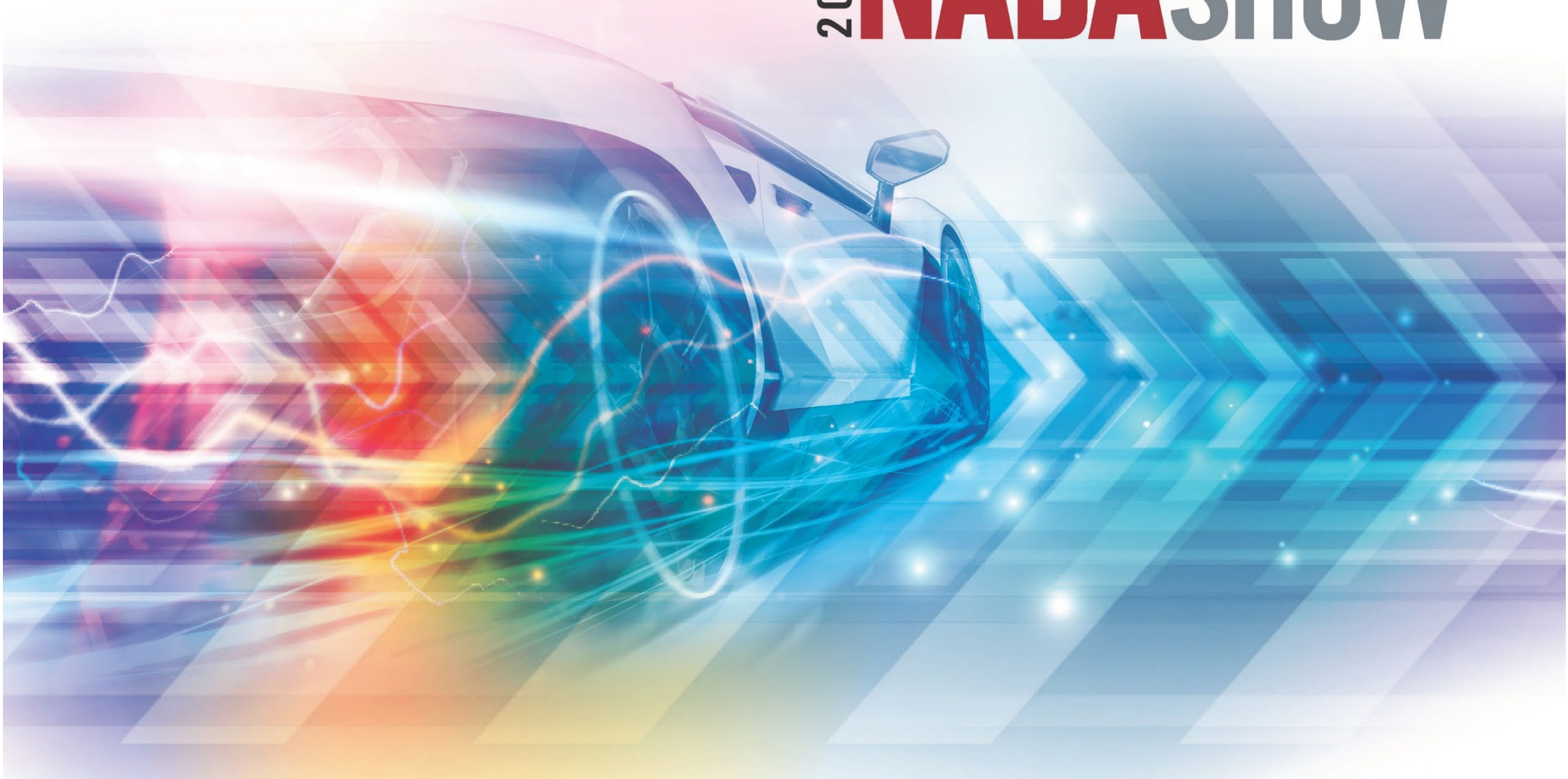
**We can meet your New Jersey Registration &
Title Processing Needs TODAY!**

DMV DIRECT
VEHICLE REGISTRATION &
TITLE PROCESSING SERVICE

NEW JERSEY TRANSACTION

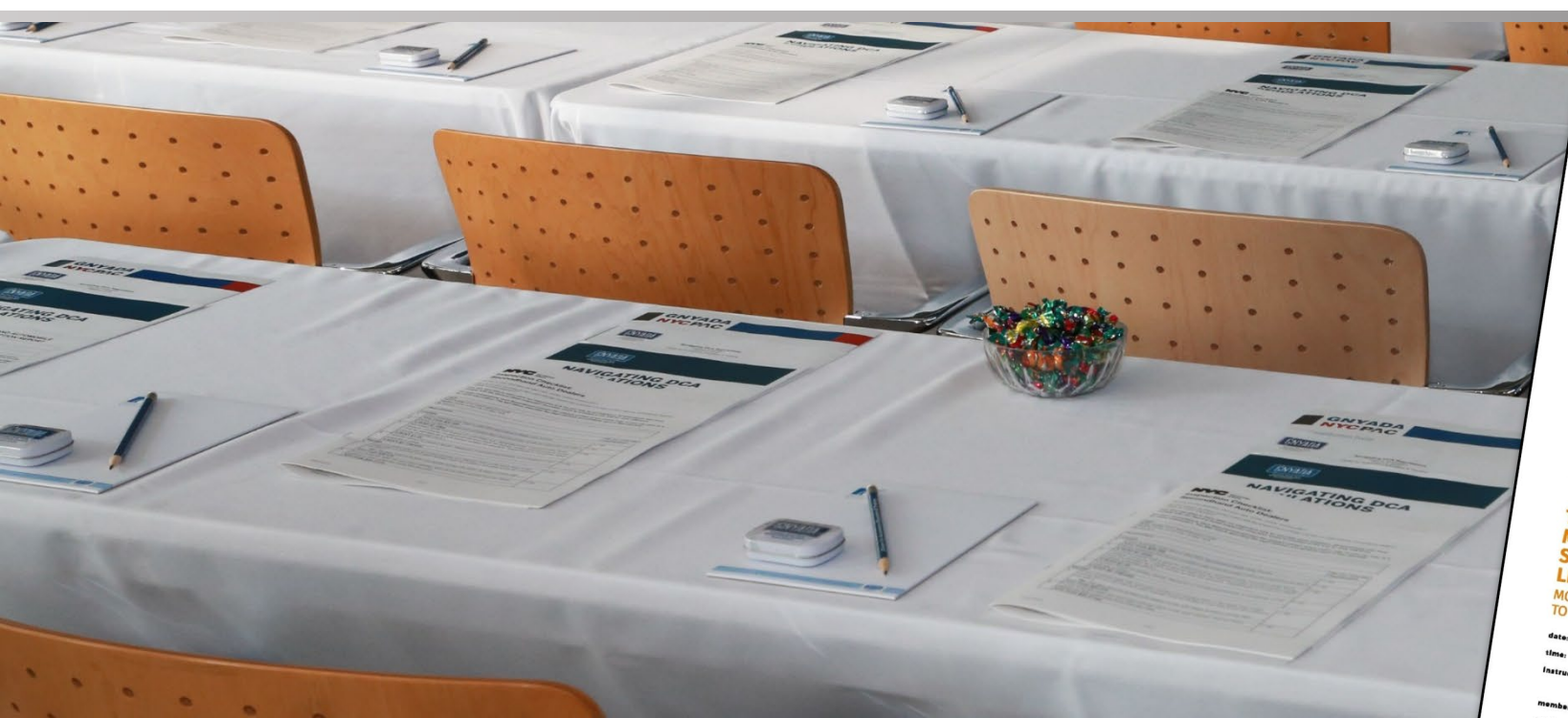
**CONNECTICUT
PLATE ISSUANCE
PROGRAM**

2022 **NADA** SHOW



EXPERIENCE THE FUTURE

NADA SHOW 2022 | LAS VEGAS | MARCH 10-13



Workshops & Seminars for Automobile Dealerships



MARCH 2022 CLASSES

MASTER THE WALK-A-ROUND & TEST RIDE



PROPERLY AND PROFESSIONALLY PRESENT A VEHICLE TO YOUR CLIENT

date: Wednesday, March 9
time: 1:30 pm to 4:30 pm
instructor: Ken Carlson, F & I Resources
member fee: \$120.00
non-member: \$200.00

The walk-a-round and test drive are the ideal times to sell a vehicle's features and benefits to the customer. Learn exciting methods that build product value during this part of the sales process, speaking to the buyer's motives, and more.

FIRST CLASS PHONE MANNERS FOR RECEPTIONISTS

THE MUSTS OF TELEPHONE BEST PRACTICES

date: Wednesday, March 16
time: 10:00 am to 1:00 pm
instructor: Mark Rodriguez, Auto Client Care, Inc.
member fee: \$120.00
non-member: \$200.00

This highly interactive seminar provides best practices for all phases of a customer call, including opening, closing, and hold/transfer techniques. Learn what to say to ensure proper etiquette and a positive outcome.

INFORMATION SECURITY GUIDELINES FOR AUTOMOTIVE DEALERSHIPS



INFORMATION SECURITY IS A JOURNEY, NOT A DESTINATION

date: Thursday, March 17
time: 10:00 am to 1:00 pm
instructor: Judy Vann Karstadt, JV Solutions LLC
member fee: \$120.00
non-member: \$200.00

If you are responsible for the security of your dealership's data and your customer's data, then this seminar is for you. Learn the steps to secure your business data and the mandated policies and procedures you should be following.

TRANSFORM MANAGEMENT SKILLS INTO LEADERSHIP SKILLS

MOVE FROM BEING A BOSS TO A COACH WHO GETS RESULTS

date: Tuesday, March 22
time: 10:00 am to 1:00 pm
instructor: Bill McAndrews, William D. McAndrews & Associates
member fee: \$120.00
non-member: \$200.00

Learn the key components to becoming an engaging manager that creates confident, inspired, empowered, and enthusiastic teams. Learn to further enhance the skills that brought you into this position and become the manager that your employees need and want.



SUCCESSFUL COMMUNICATIONS

FINE-TUNE YOUR TECHNIQUES TO BECOME A BETTER COMMUNICATOR

date: Wednesday, March 23
time: 10:00 am to 4:00 pm
instructor: Mark Rodriguez, Auto Client Care, Inc.
member fee: \$175.00
non-member: \$300.00

Identify caller communication styles and select the best words and phrases to build rapport with your customers. Learn how to engage the customer, discover basic customer needs, present solutions that benefit the customer, and gain commitment for next steps.



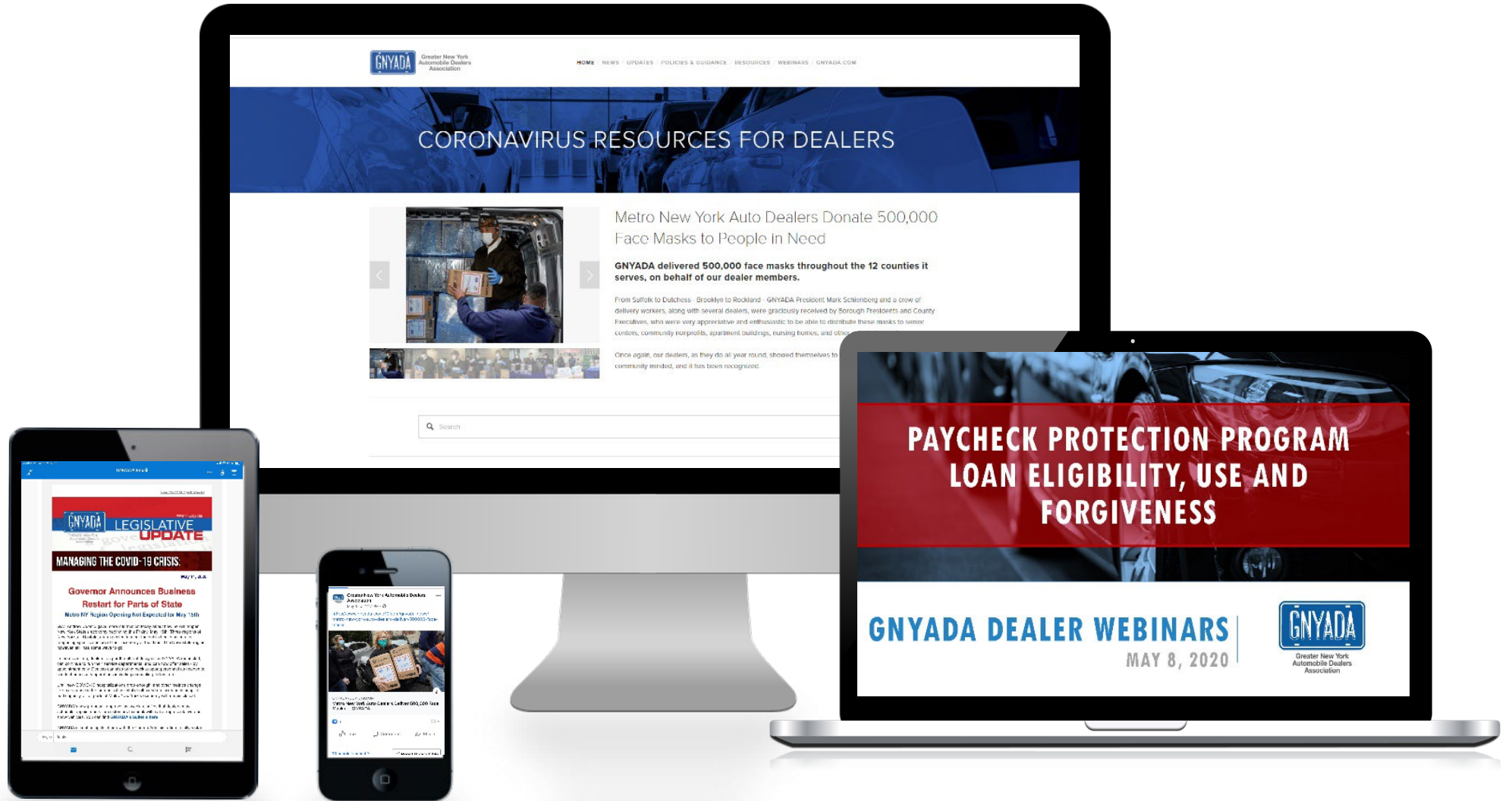
REGISTER TODAY!

CENTER FOR AUTOMOTIVE EDUCATION & TRAINING 15-30 Petracca Place, Whitestone NY 11357
To register contact Ebony Tineo at ebony@gnyada.com or 718.746.5900
For more information visit www.gnyada.com/education/seminars

Education & Training

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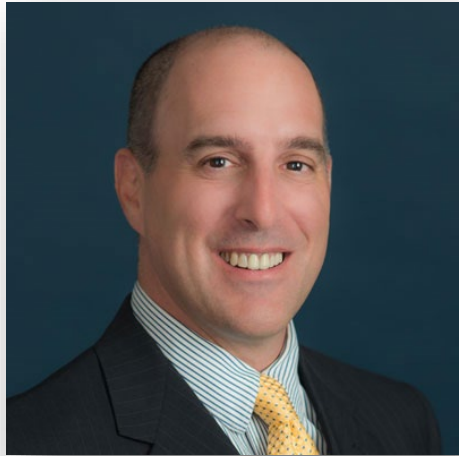
Greater New York Automobile Dealers Association

Mobile Device Security



Security measures designed to protect sensitive information on Mobile Devices

CCSI TEAM



Robert Villano is the Cyber Security Practice Manager at CCSI.

He is a data privacy advocate specializing in safeguarding the confidentiality, integrity, and availability of sensitive data. His experience over the past 20 years with information security technologies, security architecture, and IT security risk assessments has enabled highly regulated organizations secure their data. Robert holds the CISM, and CRISC information security certifications.



Kathleen Crowley is the Account Manager for Long Island and NYC metro area.

She has over 20 years of sales experience, of which, almost a decade was spent at the auto dealership level. Kathleen brings a unique perspective to technology sales with the focus of empowering organizations to solve their business challenges with technology solutions that reduce costs, simplify operations and increase business performance.

Three Takeaways for Today



- 1. Mobile Device Technology and Cybersecurity Risk**
- 2. Mobile Device Security Benefits**
- 3. Mobile Device Security Best Practice Checklist**

It's not a matter if, but When?



The Amended Safeguards Rule



NADA published FAQs for the new amended rule:

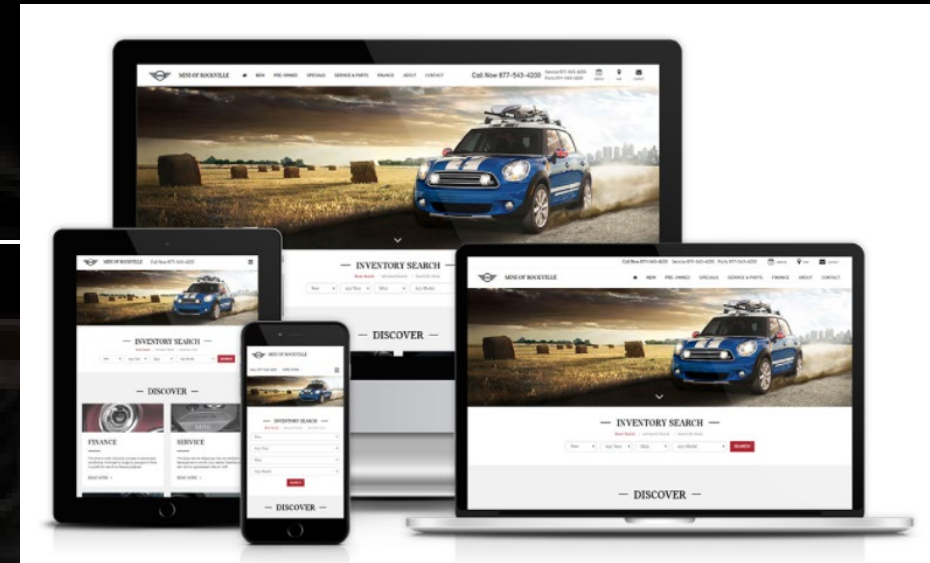
- ✓ *Individuals* who are found in violation can be fined up to \$10,000 per violation and receive a prison sentence of up to five years.
- ✓ *Organizations* can be held accountable and receive fines of up to \$100,000 for each violation.

Mobile Device Technology



Mobile Device technology allows dealership access from anywhere.

- iPads, iPhones, Tablets, and Laptops
- Is the device dealer provided or personal (BYOD)?
- Does a device inventory exist?
- What can you do to manage these devices?



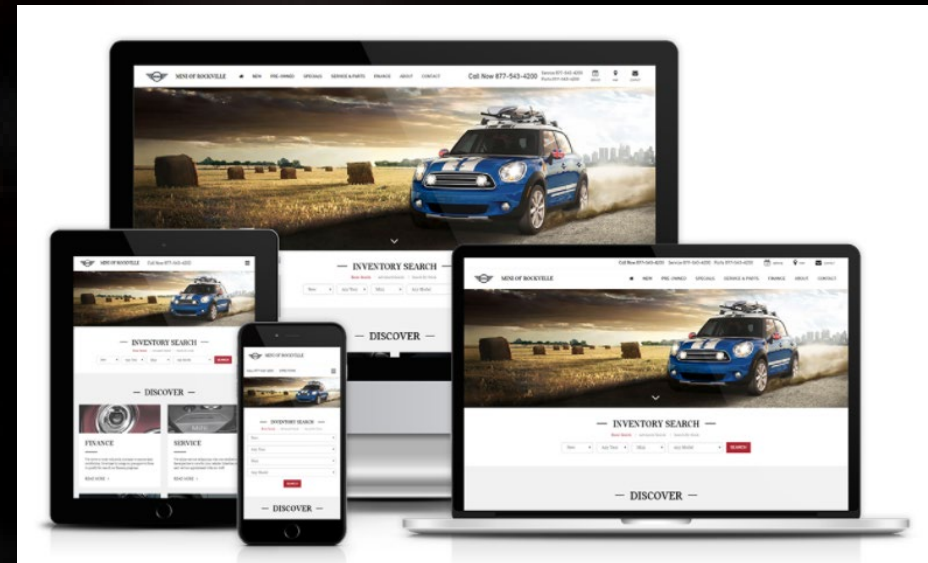
What are the Risks?



Dealerships must take clear, preventative steps to reduce risk.

Portable devices present distinct challenges to network security:

- Malware
- Phishing scams
- Spyware
- Unsecure Wi-Fi networks
- Lost or stolen mobile device



Mobile Devices & Data Security



Organizations need to protect their mobile workforce.

According to Check Point Software Technology's *Mobile Security Report 2021*, bad actors view mobile devices as an attractive attack surface:

- **97%** of organizations faced mobile threats in 2020
- **46%** had at least one employee download a malicious mobile application
- At least **40%** of the world's mobile devices are inherently vulnerable to attack

Mobile Device Security



MDM protects dealerships from unauthorized access to sensitive data.

*The **benefits** of mobile device security, or mobile device management (MDM):*

- Regulatory compliance
- Security policy enforcement manage devices, apps, users, and groups
- Support of “bring your own device” (BYOD)
- Remote control of device updates
- Application control
- Automated device registration
- Data backup

Mobile Device Solution Example

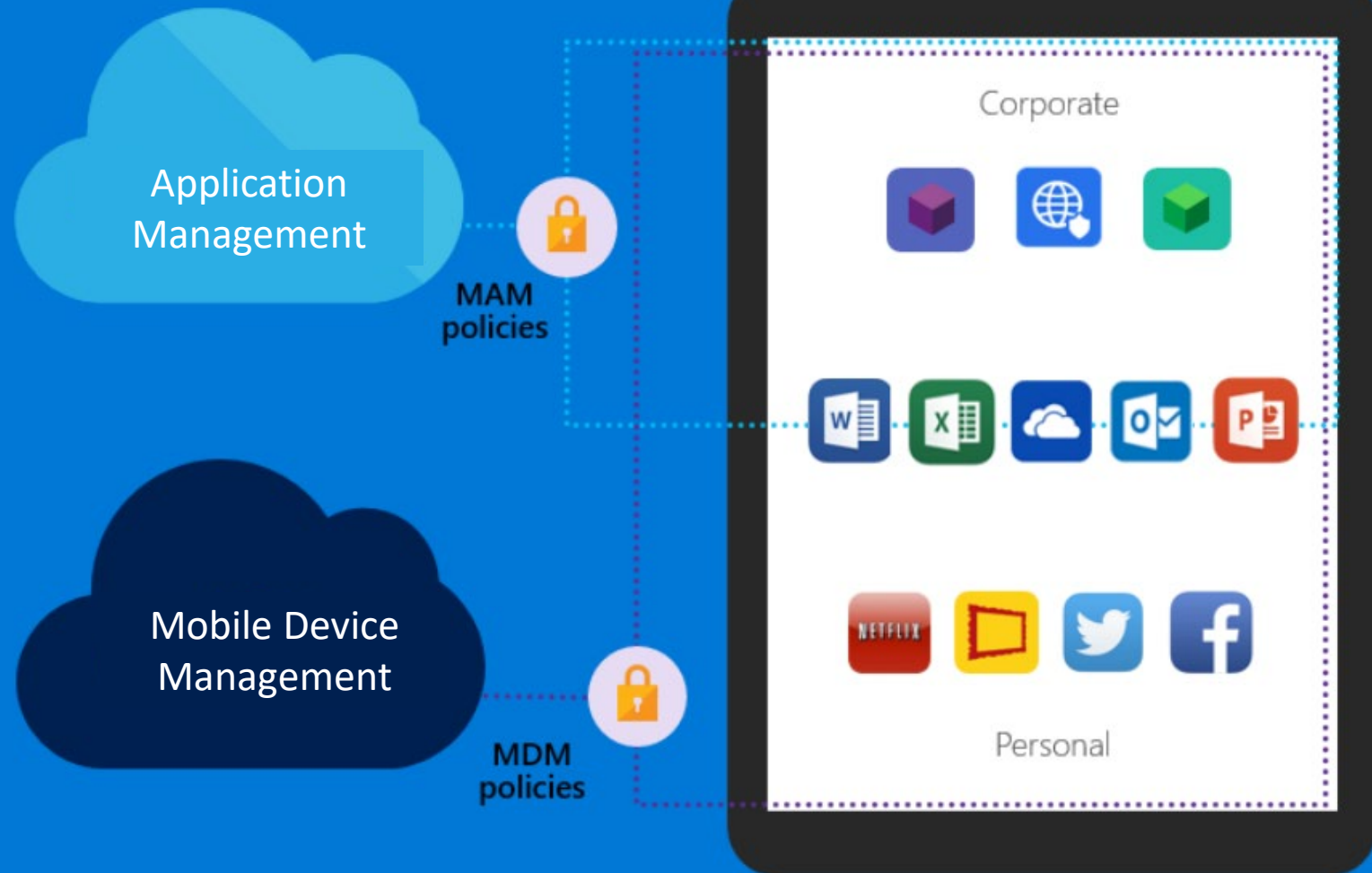


Information Security Features

- SSO, MFA
- Conditional access
- Isolate Corp from Personal data
- Data protection using encryption
- Wipe corporate data from device

- Push app to device and configure
- Per application VPN
- Remove application and data
- Mobile threat detection
- Application control (Allow/Block)

Mobile Device & Application Management



Mobile Device Security Solutions



Basic	Intermediate	Advanced
Mobile Device Management (MDM)	Enterprise Mobility Management (EMM)	Unified Endpoint Management (UEM)
Manage mobile devices, users' data, and some basic application controls	MDM + application control	EMM + full desktop management, applications, data.
<ul style="list-style-type: none">▪ Enforce passcodes▪ Install applications▪ Perform remote device wipes▪ Configure corporate policies	<ul style="list-style-type: none">▪ Enforce multifactor authentication▪ Manage enterprise file sync and share▪ Deploy web browser security settings▪ Apply conditional access policies	<ul style="list-style-type: none">▪ Apply EMM controls to desktops▪ Simultaneously configure and update desktops and mobile applications▪ Manage IoT devices and printers

Mobile Device Security Best Practice Checklist



- Establish, share, and enforce clear policies with HR, IT, and Compliance departments defining: Devices, Operating System versions, Data Types, Remote Wipe, Password Requirements**
- Provide a Security Awareness Training Program for all staff**
- Create a strong device password or use biometric authentication (facial or thumbprint)**
- Avoid public Wi-Fi**
- Minimize the number of installed applications, download only from official application stores**
- Use mobile device encryption**
- DO NOT open unknown email attachments and links**
- DO NOT use public USB charging stations**
- Maintain physical control of the device**
- Remove Bluetooth information from loaner vehicles and test drives**
- Update device software as soon as possible**

Summary



People, Process & Technology

- Invest in Security Awareness Training for all staff
- Understand your Mobile Device Risks
- Establish a system to keep track of mobile devices
- Invest in Mobile Device Security Software

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Questions & Answers



Q & A



Thank You!



CCSI can help strengthen your cyber defenses

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