Exhibit 6-1: The 7Cs of the Customer Interface

**Context**
Site’s layout and design

**Commerce**
Site’s capabilities to enable commercial transactions

**Connection**
Degree site is linked to other sites

**Communication**
The ways sites enable site-to-user communication or two-way communication

**Customization**
Site’s ability to self-tailor to different users or to allow users to personalize the site

**Community**
The ways sites enable user-to-user communication

**Content**
Text, pictures, sound and video that web pages contain

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**7 Cs of WEB design - Customer Interface**
Context
- Design Look and Feel

- Section Breakdown
  - Linking Structure
  - Navigation Tools
  - Site Performance
  - Aesthetics
  - Color Scheme
  - Visual Themes

- Context Archetypes form and function
  - Aesthetically Dominant:
  - Functionally Dominant:
  - Integrated: Balance of form and function.
Context Aesthetic Dominate – KMGI.COM

A LEADER IN INTERESTING WEB DESIGNS
CONNECTION – DEGREE LINKED TO OTHER SITES


Frequently recommended by Business Week, Fortune, Wall Street Journal, Fast Company, Inc., Computerworld, CIO and Information Week, more...

YOUR SURVIVAL NETWORK FOR THE BRAVE NEW WORLD OF BUSINESS...

Friday, December 10, 1999
Join millions of users from six continents!!
Global Community Network

JOIN THE NETWORK of the worldwide community of @Brint.com and get FREE access to resources and special offers for success and performance in the new world of business. It's Free & Easy!!

Network Member Services

Our Global Community of Users
E-zine: In depth Reports & Articles
Online 24x7 Discussion Forums
Global Events, Conferences & Expos
Books: Bestsellers & Others
For Authors & Speakers
Jobs at Big 4, Fortune 1000, IPOs
$1000s in Free Raffles for Success, Don't Miss

Congratulations to winners of $15,500+ Raffle!

Latest News
Technology News
More Technology News
Business & Politics News
Science & Health News
Money & Investments
Advertising & Branding
Venture Capital & IPOs
E-Commerce and Net
Software & Hardware

Articles
Forums
Scratch & Win

Congratulations to Dr. Sheryl R Torr-Brown, CIO, Pfizer, Inc.; Eric McDougall, Consultant, CSC, Vivek Relan, Consultant, Ernst & Young LLP for winning in the $15,500+ raffle draw in...
CONTENT: MULTIMEDIA, TEXT, PICTURES, ETC.
**Bazaar:** users wander through a vast number of interest areas
Does not provide for users to interact with one another
Club: Focuses on one area of interest, promotes considerable interaction among members gillettecancerconnect.ogr

Community

Gillette Women's Cancer Connection message boards are offered in partnership with allHealth, a channel of IVillage.com: The Women's Network. In order to participate in these boards, you will first be asked to join allHealth, a membership which is free.

Click on a board name listed below to go to our message board communities:

- Breast Cancer Support
- Cervical & Ovarian Cancer Support
- Families & Friends Support
- General Cancer Support
- Chemotherapy
- Grief & Grieving
- Newly Diagnosed
- Patients Rights & Advocacy
- Childhood Cancer
- Survive and Thrive!
**Café:** common area of interest provides considerable interaction among members bolt.com
Shrine: Exhibits extreme enthusiasm a common object minimal interaction between members
Hello, Yannis Dosios. We think you will like these items.

**In Books**

*Race for the World: Strategies to Build a Great Global Firm*
by Lowell L. Bryan, et al

*Average Customer Rating:***

**In DVD & Video**

*Monty Python's Flying Circus: Set 1, Episodes 1-6 DVD*
~ John Cleese

*Average Customer Rating:***

**In Music**

*Buena Vista Social Club*
~ Ry Cooder, et al

See more Book Recommendations

See more DVD & Video Recommendations

See more Music
communication USER
TWO WAY COMMUNICATION
The Internet is the “new bank”
The Tensions

- Security vs. ease of use: the more security measures added, the more difficult a site is to use, and the slower it becomes.

- Security vs. Desire of individuals to act anonymously.

- New “world” disruptive technologies Fighting Status Quo.
IC3 2012 Internet Crime Report Released
More Than 280,000 Complaints of Online Criminal Activity Reported in 2012

For Immediate Release
May 14, 2013

W3 (Tim Burners-Lee) FOR
FAQs ON INTERNET SECURITY

http://www.w3.org/Security/Faq/www-security-faq.html
world relies on physical security - Ecommerce world - reliance on electronic means to protect data, communications & transactions.

THREE TYPES OF SECURITY DIMENSIONS

1. Infrastructure security (hard/software)
2. Transactions security (web/moving)
3. Data/information security (message itself)
Malicious Code

- **Viruses**: Ability to replicate and spread to other files; most also deliver a “payload” of some sort (destructive or benign); include macro viruses, file-infecting viruses, and script viruses

- **Worms**: Designed to spread from computer to computer

- **Trojan horse**: Appears to be benign, does something other than expected

- **Bots**: Covertly installed on computer; responds to external commands sent by attacker
TROJAN HORSE

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**Email 1**

From: Daniel Lundin <dlundin@one.lt>

To: Sir. Madam

Subject: God is good

Dear Friend,

Check attached file and get back to me.

Regards

Daniel Lundin.

---

**Email 2**

From: PayPal@bu.edu

To: Economics, International

Subject: Notify us before 12/06/2013

Dear valued PayPal Customer,

Due to a policy update we need to verify your PayPal account. 
Please download the attached file, open it using your browser, fill in the required information and click update.
Should you decide you do not wish to accept the verification process you can notify us before 12/06/2013 to close your account immediately without incurring any additional charges.
We do hope, however, that you continue to use PayPal and enjoy the following benefits:
It's safer
When you pay with PayPal your financial details are never shared with sellers or retailers, so you're more protected against fraud.
It's faster
You don't have to type in your card details each time you pay, so you can check out faster.

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See more about: Daniel Lundin.

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See more about: PayPal@bu.edu.
BOTS

Typical

Command & Control

Botnet

unsuspecting web user's zombie computers

network of connected devices
Microsoft Shuts Down World’s “Most Aggressive Botnet”

MIKE WHEATLEY | JUNE 6TH

Working alongside the FBI, Microsoft has taken aim at one of the cyberworld’s most notorious botnets, which is said to have made its hacker controllers as much as half a billion dollars in the last 18 months.

Microsoft’s operation focused on a botnet known as Citadel, which it terms the “most aggressive botnet operation to date”. The firm’s Digital Crimes Unit acted on a warrant from the U.S. District Court for the Western District of North Carolina to shut down more than 1,400 extant botnets controlled by Citadel, which is said to have taken control of about five million computers worldwide. Supposing these figures are accurate, that amounts to approximately $100 in profit
BOTNETS - THE NEW SOLDIER

ESTONIA 2007

GEORGIA 2008

Cyber War!
EVERYONE IS IN THE ACT
STUXNET VIRUS
AUGUST, 2010

45,000 computers infected
INDUSTRIAL SIEMENS CONTROL COMPUTER
INFRASTRUCTURE – POWER, PIPELINES
60% OF COMPUTERS IN IRAN
What are we faced with?
MILITARY UNIT IN SHANGHAI BELIEVED TO BE BEHIND MUCH HACKING INTERNATIONALLY
IS THE THREAT TO NATION’S SECURITY

Denial of service (DoS) attack
flood Web site with useless traffic
overwhelm network

Distributed denial service (DDoS) attack
Numerous computers to attack target network
WORLD WIDE launch points
Hacking and Cybervandalism

**Hacker:** Individual intends to gain unauthorized access to computer systems

**Cracker:** Hacker with criminal intent (two terms often used interchangeably)

**Cybervandalism:** Intentionally disrupting, defacing or destroying a Web site

- **White hats**
- **Black hats**
- **Grey hats**
Unwanted Programs

Installed without the user’s informed consent

- **Browser parasites**: Can monitor and change settings of a user’s browser
- **Adware**: Calls for unwanted pop-up ads
- **Spyware**: Can be used to obtain information, such as a user’s keystrokes, e-mail, IMs, etc.
ZEUS
INTERNATIONAL
OPERATION

A “WEAPON OF CHOICE” CYBER BANK ROBBERS
$70 MILLION BUST OCT 2010

CAN BE BOUGHT ON WEB LOSSES $200m

SMALL/ MEDIUM BUSINESSES LIMITED PROTECTIONS

RUSSIAN AUTHOR A-Z

BUSINESS LICENSING AGREEMENTS -TECH SUPPORT

- TARGETS SPECIFIC BANKS – CAPTURES YOUR INFO/KEYSTROKES- SENDS TO SERVER - CAN DISPLAY THEIR PAGE TO ASK FOR MORE INFORMATION
Phishing and Identity Theft

- Any deceptive, online attempt by a third party to obtain confidential information for financial gain

- Most popular type: e-mail scam letter

Nigerian scam letters (known as 419 scams)

We are currently updating our database and all email accounts need to be updated. Boston University webmail service will be upgrading to the latest 2014 anti-virus/anti-spam version. You are required to login to your account within the next 72 hours so that your account can be updated or have your account suspended.

Click MY ACCOUNT to update.

Thank You.
BU Webmail Admin.
Copyright 2014.

Subject: Dear Esteemed Colleague,

Wang Guoliang
Chief Financial Officer - CNPC
China National Petroleum Corporation
9 Dongzhimen North Street, Dongcheng District, Beijing, P.R.China | Postcode: 100007

Letter of Intent:

Dear Esteemed Colleague,

I hope this email find you in good health. In view of my correspondence with you, I unassumingly solicit for your utmost consideration, as this letter serves as my formal notice of my intent to go into a multinational investment with you in your country.

This is Mr. Wang Guoliang, the Chief Financial Officer of CNPC (China National Petroleum Corporation). You may check on the site below to review our company profile and advice.

Thank you in advance for your kind consideration. I look forward to hearing from you.

Best regards,

[Email content]

Thank you in advance for your kind consideration. I look forward to hearing from you.

Best regards,

[Email content]
- **Insider jobs:**
  Single largest financial threat

- **Poorly designed server - client software:**

- **Sniffing:**
eavesdropping program that monitors information traveling over a network;
Spoofing (Pharming)
- Misrepresenting oneself by using fake e-mail addresses or masquerading as someone else

Spam (Junk) Web sites
- Use domain names similar to legitimate one, redirect traffic to spammer-redirection domains