


COPY BLOCK

Copy Block Title:	Securing Your Business Communications: How Access4 Mitigates PBX Fraud
Usage:	Newsletter Article, eDM Copy, Customised Blog
Guidelines:	<p>Designed to be customised for specific marketing communications like internal newsletter articles, eDM copy or a tailored blog post.</p> <p>Please upload the PNG file to your preferred creative suite (ie: CANVA, Photoshop/Indesign) and place your logo next to the Access4 logo as outlined in the preview image below.</p> <p><i>**Please note, this copy block is <u>not</u> designed to be copied and pasted in its entirety. It is designed to be customised with your own business message and company boilerplate. Use elements of this copy block to complement your own marketing communications and to avoid duplicate online content as this confuses Google and impacts ranking across identical pages.</i></p>
Banner Image: PNG files provided	 The banner image is a promotional graphic. It features a woman with dark curly hair, wearing glasses and a headset, smiling. The background is split into a green upper-left section and a blue lower-right section. The text 'SECURING YOUR BUSINESS COMMUNICATIONS: HOW ACCESS4 MITIGATES PBX FRAUD' is written in white, bold, uppercase letters across the middle. In the bottom left corner, there is the 'access4' logo (a globe icon followed by the text 'access4') and a white rectangular box containing the text 'YOUR BRAND LOGO HERE'.

Copy:

Traditional PBX systems are increasingly revealing their vulnerabilities, rendering them outdated and precarious for businesses. These traditional on-premises PBX systems, which have long been the backbone of business communication, are now akin to a ticking time bomb. Operating 24/7, they harbour numerous vulnerabilities that pose significant risks to businesses. Yet, many businesses still don't see the urgency in moving telephony technology to the cloud. It's time for this to change.

One critical aspect often overlooked is PBX fraud. Although security on your IT infrastructure has become critical, on-premise phone systems are wildly ignored. These outdated systems are prime targets for cybercriminals who exploit loopholes to conduct fraudulent activities, resulting in financial losses and reputational damage for businesses.

Access4 addresses this pressing concern for businesses by offering robust security measures within their cloud-based telephony systems. By seamlessly migrating to Access4's cloud-based telephony solutions, in partnership with **[Insert Partner]**, businesses can mitigate the risks associated with outdated infrastructure and protect themselves against PBX fraud and other cyber threats, ensuring uninterrupted service and peace of mind.

Addressing PBX Fraud with Secure Cloud-Hosted Telephony


PBX fraud has long been a pervasive threat in telecommunications, particularly targeting older PBX systems which accumulate vulnerabilities over time, making them prime targets for cybercriminals. Some of the earliest cybercrimes involved exploiting phone systems to sell international calling cards obtained through hacking. As PBX systems age, the risks escalate due to the proliferation of security holes.


By transitioning to cloud-based telephony solutions like Access4's, businesses can effectively mitigate these risks. We help our clients to detect and prevent potential fraudulent calling activities in real-time, across your entire telephony environment, offering a secure alternative to on-premises PBX systems and safeguarding against PBX fraud while ensuring the integrity of communication networks.

Other reasons why it's a no-brainer to replace legacy PBX systems with Cloud-hosted Telephony:

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SOCIAL MEDIA POSTS

	Available Dimensions	Graphic	Organic Post Caption
Post One:	<p><i>Square Post</i> 1200 x 1200 px</p> <p><i>Landscape Banner</i> 1200 x 627 px</p> <p><i>Vertical Banner</i> 627 x 1200 px</p>		<p>Access4 mitigates PBX fraud by offering robust security measures within their cloud-based telephony systems.</p> <p>By seamlessly migrating to Access4's cloud-based telephony solutions, in partnership with [Insert Partner], businesses can mitigate the risks associated with outdated infrastructure and protect themselves against PBX fraud and other cyber threats, ensuring uninterrupted service and peace of mind.</p>

			Learn more in this article: [Link to Article]
Post Two:	<p><i>Square Post</i> 1200 x 1200 px</p> <p><i>Landscape Banner</i> 1200 x 627 px</p> <p><i>Vertical Banner</i> 627 x 1200 px</p>		As businesses increasingly face the vulnerabilities of traditional PBX systems, it's crucial to take proactive steps to safeguard your communication infrastructure. Check out this article to learn more about how you can achieve this with cloud-based telephony solutions: [Link to Article]

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Email sequence 1

Subject Line:	How Access4 Mitigates PBX Fraud
Preview:	Are you still relying on traditional PBX systems?
Usage:	Email 1 of 3 part nurture
Guidelines:	<p>This email is designed to copy and paste into your Marketing Automation tool (i.e. Mailchimp, Hubspot, Active Campaign) or directly into a personalised email. You have the option of adding an email banner (see below) and/or inserting your logo.</p> <p>If you wish to insert your logo to the banner, please upload the PNG file to your preferred creative suite (i.e: CANVA, Photoshop/Indesign) and place your logo next to the Access4 logo as outlined in the preview image below.</p>
Banner Image: PNG files provided	

Copy:

Hi [First Name],

Are you still relying on traditional PBX systems? These on-premises systems, once essential for business communication, are now ticking time bombs. Operating around the clock, they pose numerous risks to business stability and security.

One often overlooked risk is PBX fraud, a prime target for cybercriminals, resulting in financial losses and reputational damage. **We talk about this in our latest article here: <Link to Article>**

Transitioning to cloud-based telephony solutions, like Access4's, can effectively mitigate these risks. We offer real-time detection and prevention of fraudulent activities across your entire telephony environment, providing a secure alternative to on-premises PBX systems.

To maximise your telephony technology's benefits, send us your latest phone bill for a complimentary health check. We'll advise you on leveraging Access4's technology for resilience and redundancy.

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