

Stopping Advanced Phishing at the Browser

How a large Kentucky school district uses PIXM to protect staff and students from phishing attacks that slip past email and network security.

CUSTOMER QUOTE

"PIXM is like your air marshal... the last defense that there is checking in case a threat does get that far."

IT Supervisor at Department of Education

AI-POWERED BROWSER PROTECTION

K-12 EDUCATION

DEPLOYMENT SNAPSHOT

500

Staff

5,200

Students

6,000

Devices Protected

WHY PIXM

Real-time in-browser analysis

No user training required

Non-disruptive classroom deployment

THE NEED

Staying ahead of phishing across every app

The PIXM browser extension was deployed at one of the largest school districts in the state of Kentucky. Like many other school districts, users vary drastically in their education about phishing. This school district IT supervisor was proactive about staying ahead of threats. "When it comes to phishing, most people think if they've got good email filters or if they've got good content filtering, that that's good enough. But we just don't live in the 90's anymore". Staff and students were clicking links in many applications and not only email. They further needed a solution that could be easily deployed without disrupting class time or that required user training. "We didn't really want a solution to bother users."

THE SOLUTION

Real-time visual AI in the browser

PIXM adds a real time in-browser layer analyzing pages as users load them, powered by visual AI, catching advanced phish beyond the inbox and making the risk obvious to the user at the moment of click. "The software explains what's happening in real time so well that users really don't have to ask questions... it points out exactly 'this is what the problem is.'"

THE IMPLEMENTATION

Minutes to deploy, zero classroom disruption

The school district has 500 staff members and another 5,200 students, and the deployment only took a few minutes. "After an initial testing phase, I spent about 12 minutes deploying it to 6,000 devices. We have PIXM pushed out to all our students, staff, substitutes—basically—all our users. One of the great things about PIXM is that users don't even know that it's running until there's a phishing site." Users encountering a phishing site also have the added AI-powered education of the alert design. One user said "wow, I went to this site, and it showed me that something was there that wasn't supposed to be."

THE VALUE

New visibility into previously unseen attacks

The PIXM threat portal opened the district's eyes to new kinds of phishing attacks in their environment that were caught by the AI powered browser extension. "It was one thing to test the extension and see phishing hits appear in the portal, but once we deployed it and something actually got caught, it's like 'Great—these people were protected', so it was overall just a great experience, honestly... While we had high expectations for PIXM, it really exceeded them. We're having to re-evaluate our overall plan, because there's a whole layer of attacks that we didn't realize that we needed to even take care of... PIXM really opened our eyes up to that."

FINAL WORD

A recommendation to other districts

We asked the IT supervisor if he had any final thoughts for other school districts, and he said: "I would say that folks would be doing their district and stakeholders a disservice not at least to try it first to see. Because I can't imagine a district using technology like this, even on a temporary basis, and then deciding not to pursue it. I don't know how you would justify not continuing on without it."

AT A GLANCE

- One of the largest school districts in Kentucky
- Protecting staff, students, and substitutes on 6,000 devices
- Deployed in minutes via browser extension

KEY OUTCOMES

- Real-time blocking of advanced phishing beyond the inbox
- Zero disruption to class time or learning
- New insight into attacks that bypassed traditional controls

NEXT STEPS

Explore how PIXM can protect your own staff and students from phishing attacks across email, SMS, and web apps.

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Powered by PIXM's AI-driven computer vision platform, protecting credentials where it matters most: in the browser.

PIXM • ZERO-DAY PHISHING PROTECTION