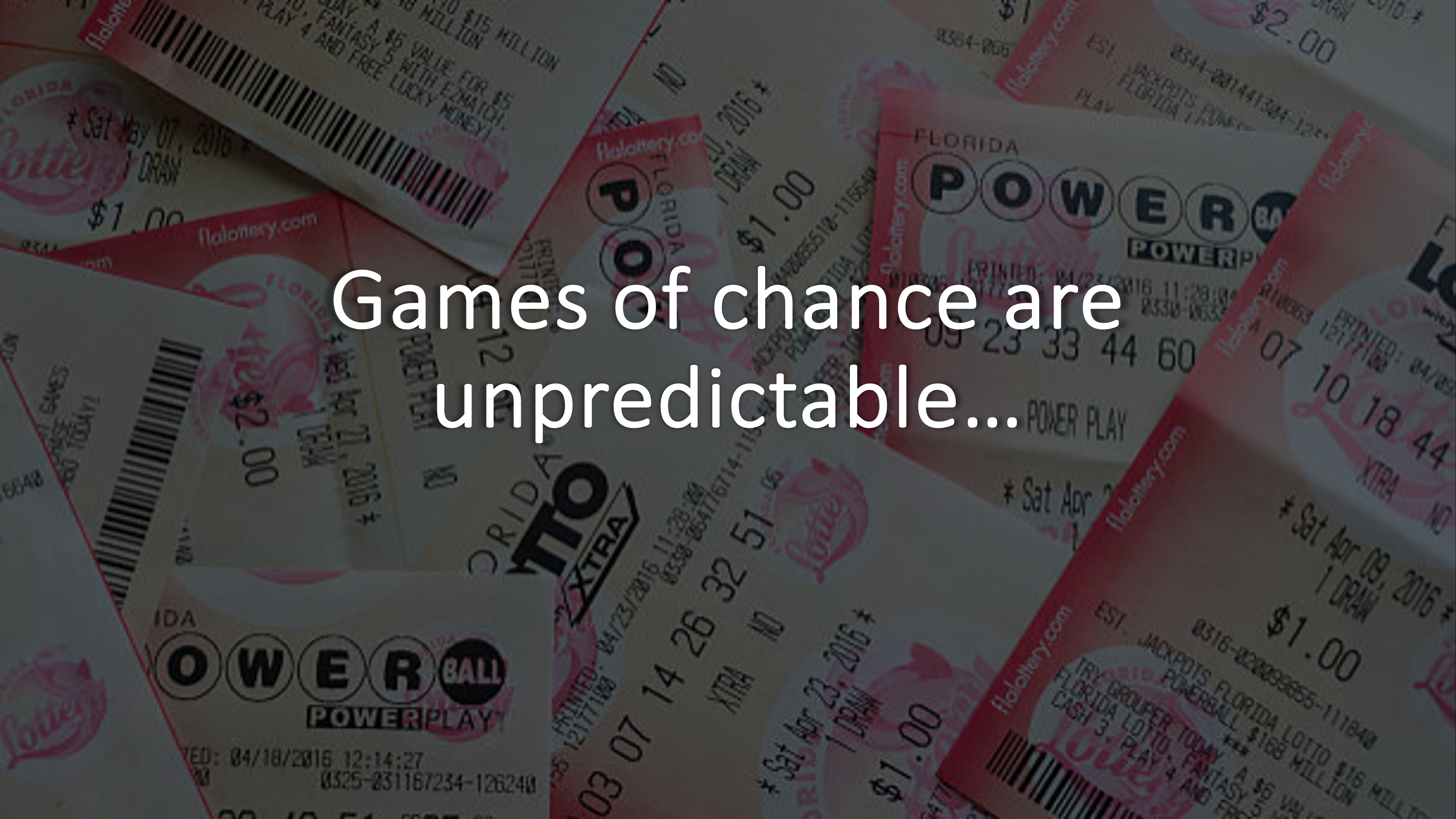
KnowBe4
Human error. Conquered.

Securing Your Organization Should Not Be A Matter of Luck

The Outstanding ROI of KB4’s Security Awareness Training Platform

Joanna Huisman
SVP, Strategic Insights and Research

Games of chance are thrilling…



Games of chance are unpredictable…

But your organization’s security shouldn’t be hit-or-miss.

So, you need to ask yourself…

Are you willing to
roll the dice with your Security
Awareness Training Platform?

What we focus on

DBIR

2023 Data Breach Investigations Report

verizon

Data from Verizon's Data Breach Investigations Report indicates that human error is implicated in 74% of data breaches, with a staggering 91% of cyberattacks initiating from spear-phishing campaigns, and phishing tactics leading to two-thirds of ransomware infections.

With favorable movement over the prior year, this renewed focus on the human element is working...but the job is not done.

Verizon’s 2023 Data Breach Investigations Report

The Threat Landscape is…

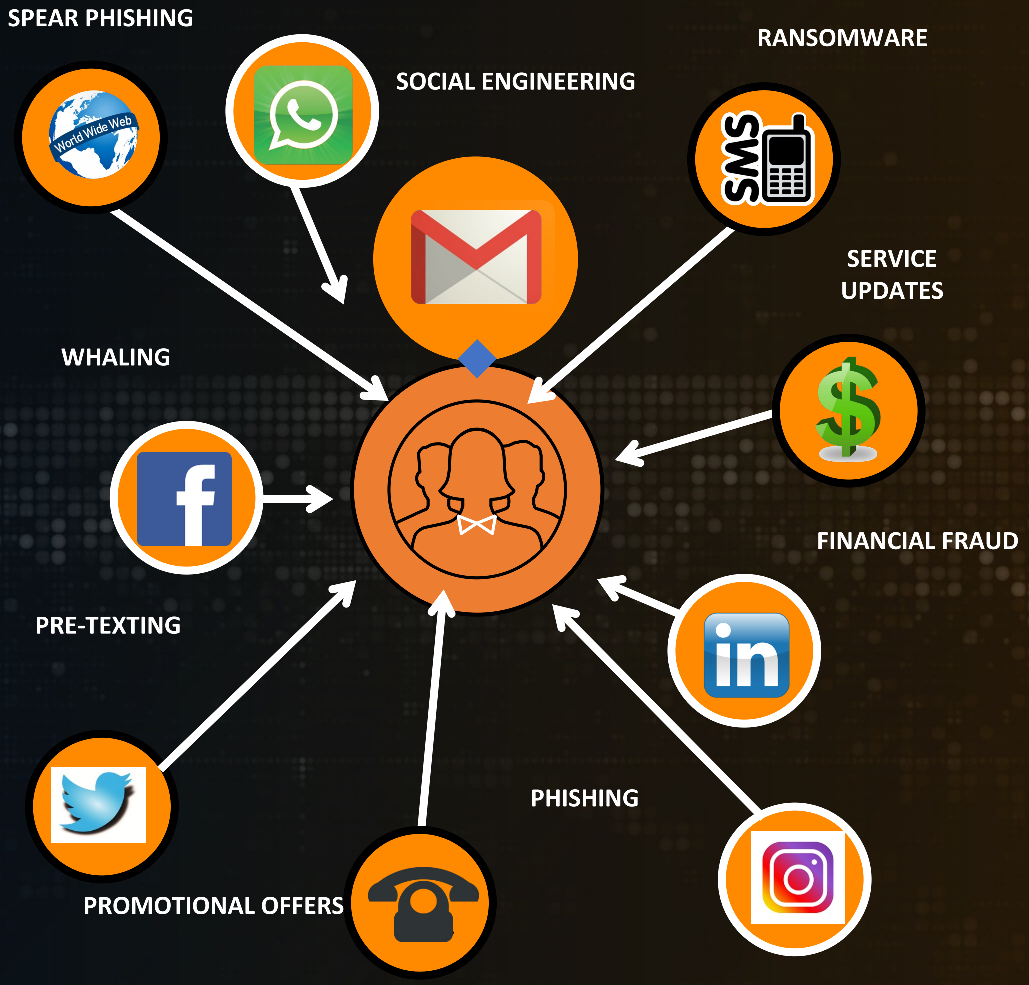
All of Us

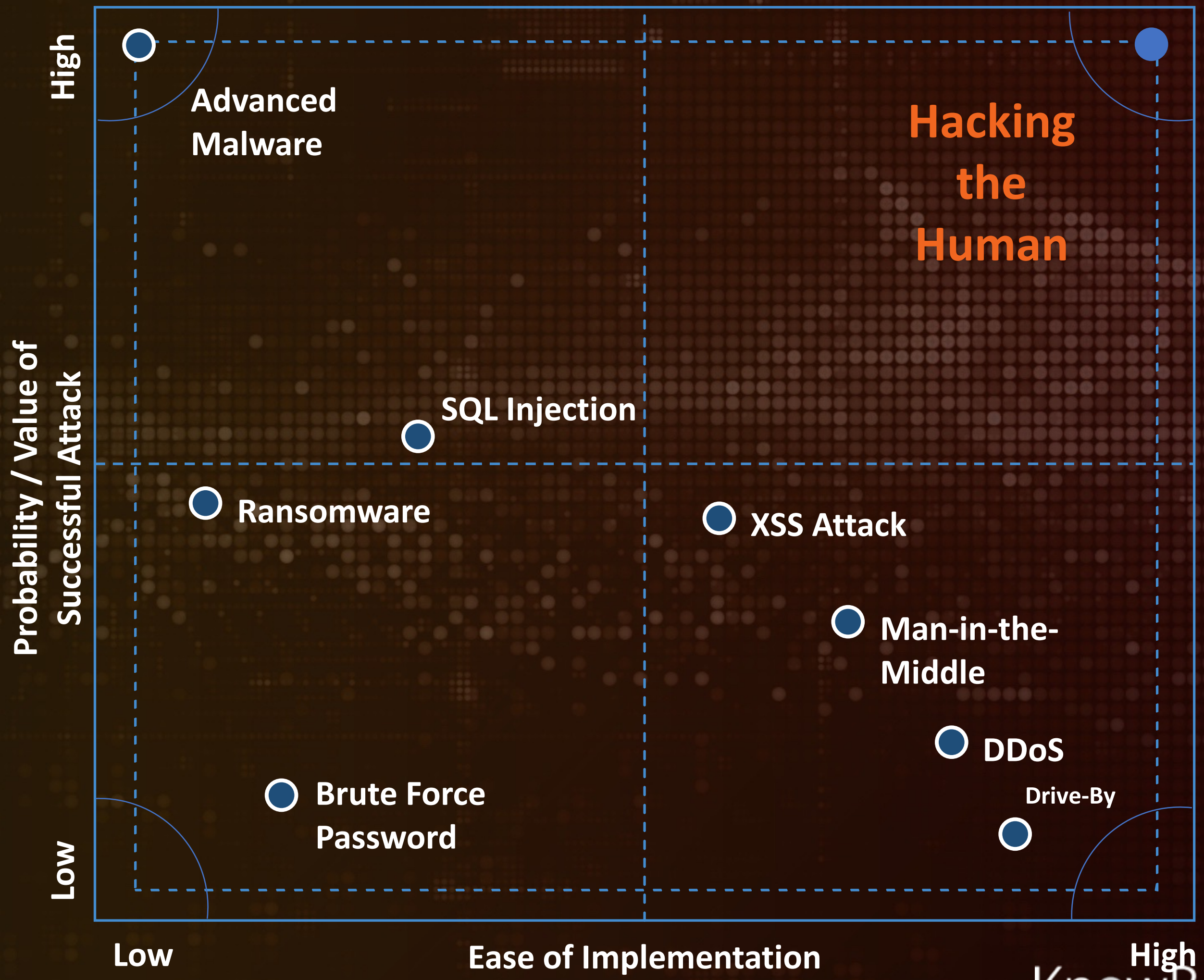
All the Time

Everywhere

In All Contexts of Life

Social Engineering is Popular Because it Works!

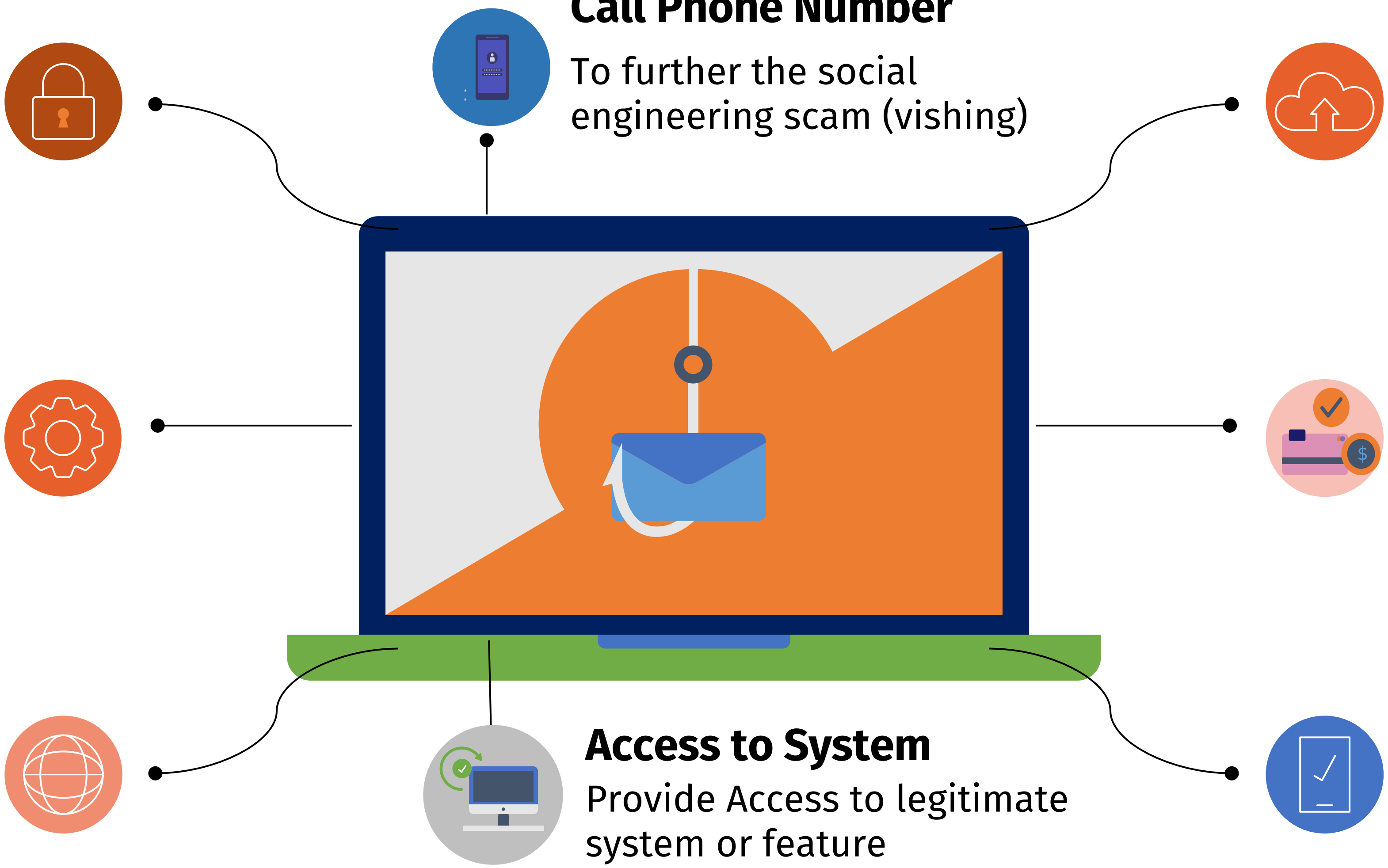




KnowBe4
Human error. Conquered.

List of Phishing Request Actions

Phishing email arrives via email, web, SMS, social media, voice, collaboration platform etc.



Provide Info

Including logon credentials, files, W2, info etc.

Call Phone Number

To further the social engineering scam (vishing)

Open Malware

Open or Download Malicious Content

Verification

Get a reply to verify account is active

Pay Something

Fines, Taxes, Bills, Subscriptions

Click on URL

Always check the link!

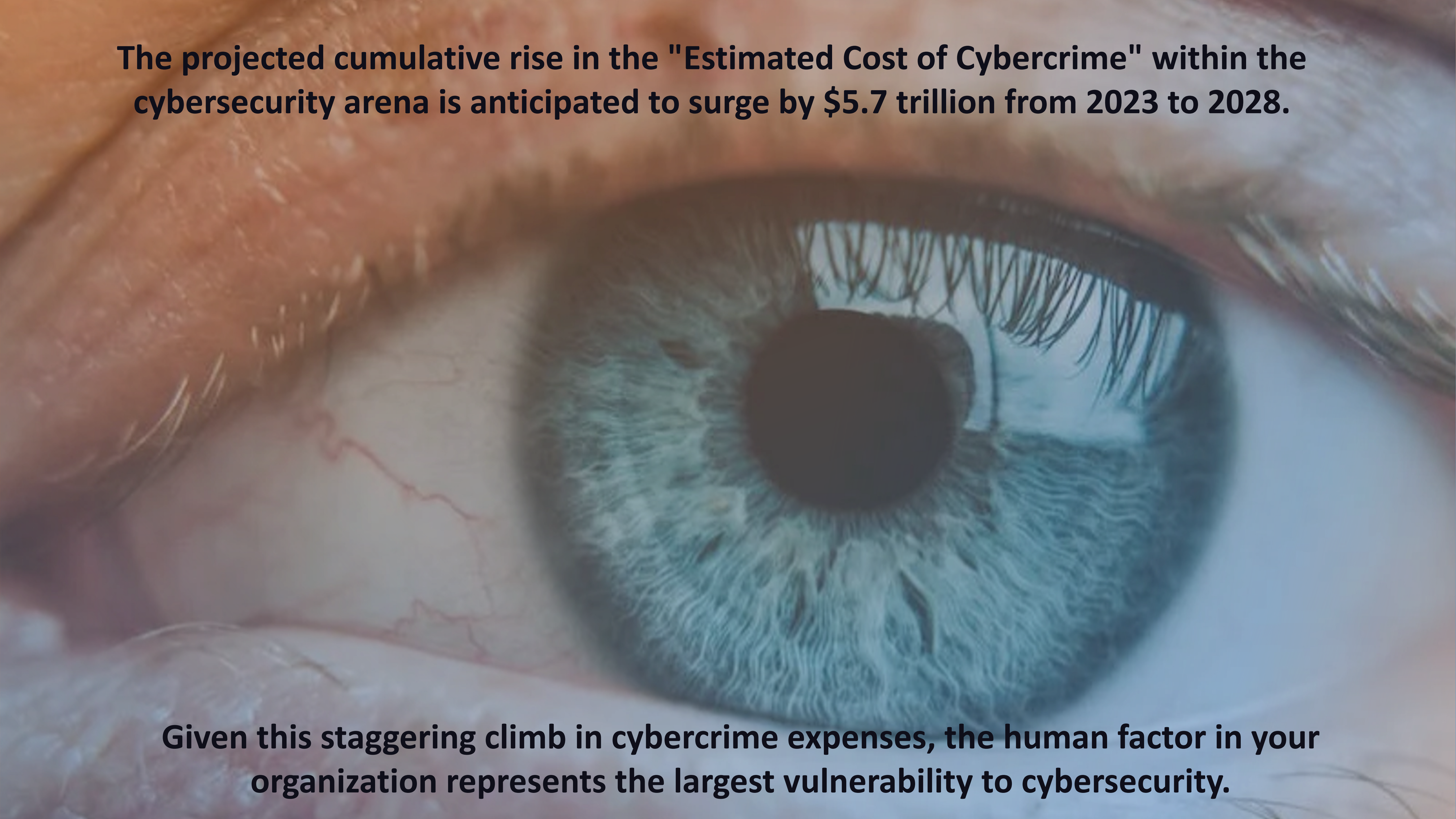
Access to System

Provide Access to legitimate system or feature

Added Communication

To continue the fraud

A single cyber intrusion can significantly disrupt your financial equilibrium, affecting profits, costs, and liquidity.



The projected cumulative rise in the "Estimated Cost of Cybercrime" within the cybersecurity arena is anticipated to surge by $5.7 trillion from 2023 to 2028.

Given this staggering climb in cybercrime expenses, the human factor in your organization represents the largest vulnerability to cybersecurity.

The cost of doing nothing is high.

In 2023, the average cost of a data breach was $4.45 million.

6 most common costs:

1-Time lost remediating a cyber incident or full-blown breach, often with expensive third-party providers.

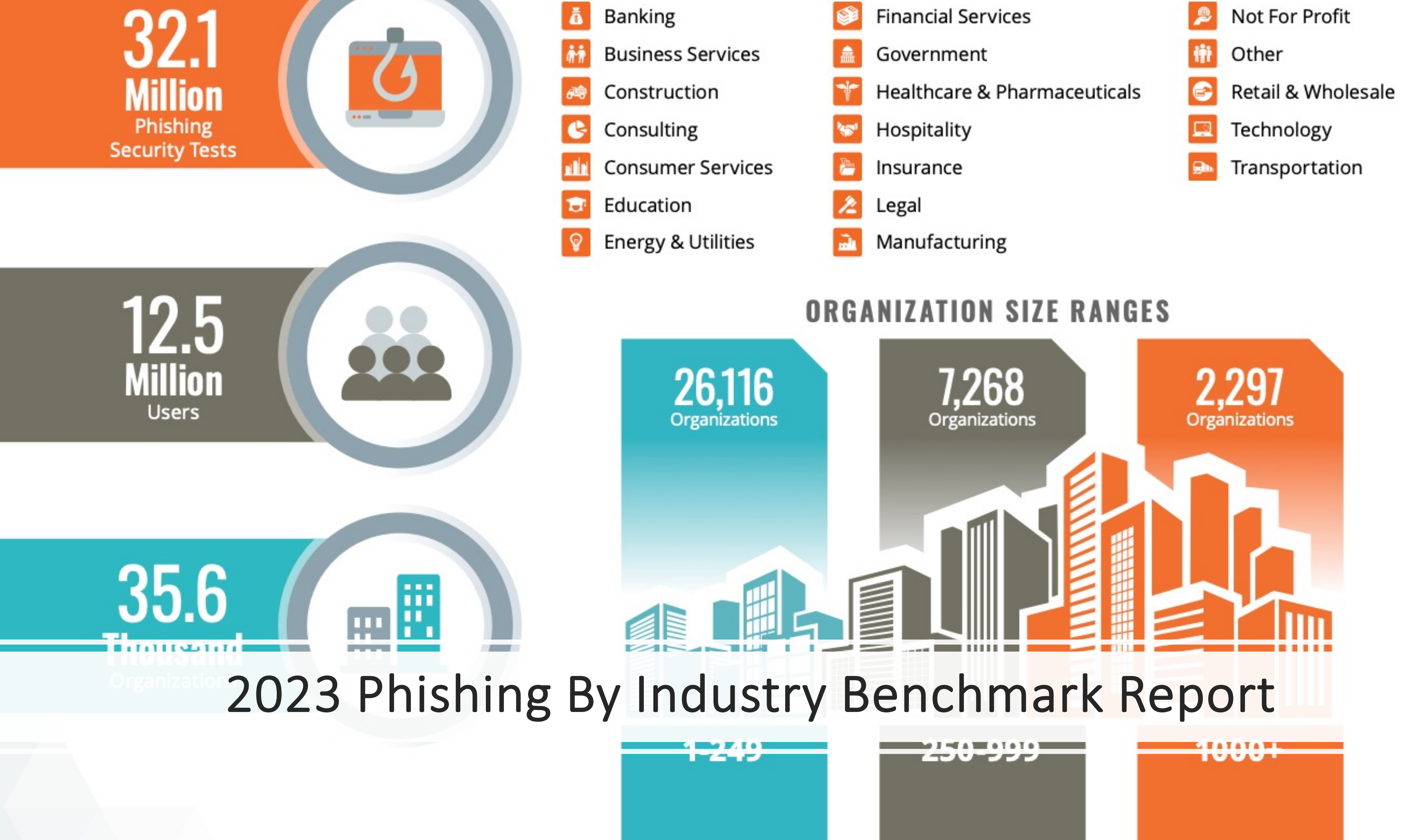
2-Downtime and loss of business functions.

3-Financial losses resulting from stolen funds, ransom payments and fraud.

4-Reputational damage to your organization.

5-Loss of intellectual property.

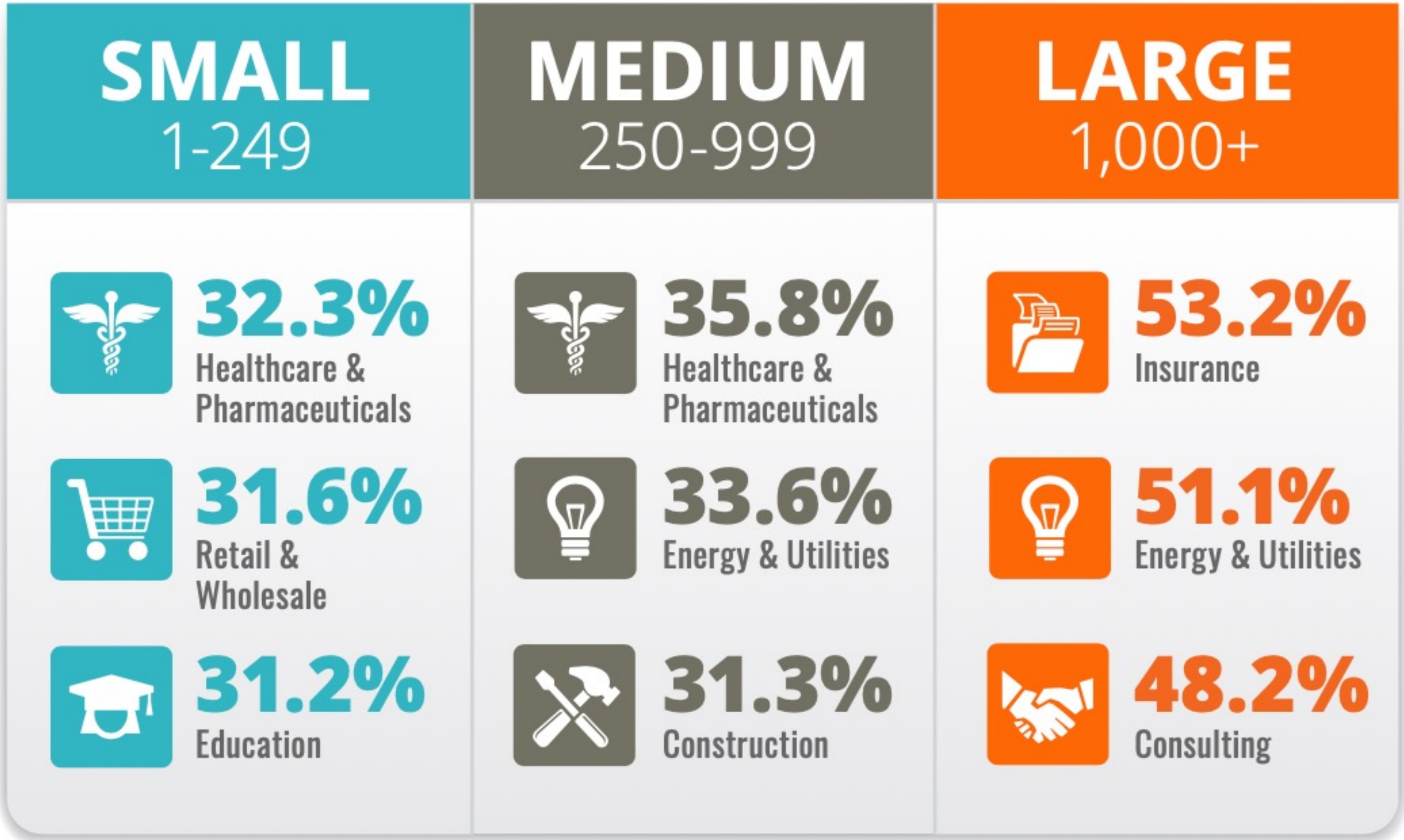
6-Increased cybersecurity insurance premiums and potential fines due to non-compliance with industry- specific standards/regulations.



2023 Phishing By Industry Benchmark Report

Who's at Risk?

The top three industries by organization size



SMALL 1-249	MEDIUM 250-999	LARGE 1,000+
32.3% Healthcare & Pharmaceuticals	35.8% Healthcare & Pharmaceuticals	53.2% Insurance
31.6% Retail & Wholesale	33.6% Energy & Utilities	51.1% Energy & Utilities
31.2% Education	31.3% Construction	48.2% Consulting

Why your program is not working…

- People tend to retain only a small fraction of the information from training programs that are not conducted on a regular basis.
- Engaging in interactive simulations tends to result in greater skill retention compared to simply providing information on recommended security practices…but, it's harder to quantify than other metrics.
- Educational programs that lack diversity in media content styles often fail to engage and captivate audiences.

Recommendation #1

Evaluate the company’s security culture to identify the specific content, methods, and timing of security awareness practices and communications that will effectively foster consistent and positive cybersecurity behavior.

Recommendation #2

Leverage an attack simulation product, such as a phishing simulation program, to help identify key pockets of risk within the enterprise audience, deliver social engineering attacks and provide just-in-time training and teachable moments.

Recommendation #3

Leverage communication and marketing strategies to continuously promote positive practices and maintain a high level of security awareness.

Do it yourself?

Developing a comprehensive and engaging multilingual SAT program, which encompasses simulated phishing tests, Phish-prone percentage measurement, and up-to-date content, demands a substantial investment in time, personnel and resources.

Researching, writing, designing, localizing, and delivering such a program can often result in expenses 200% to 300% greater that the annual cost of subscribing to a specialized service like KnowBe4's SAT and simulated phishing platform.

Prime Benefit

A robust SAT program proactively reduces the threat of phishing and social engineering, potentially preventing costly cyberattacks and data breaches.

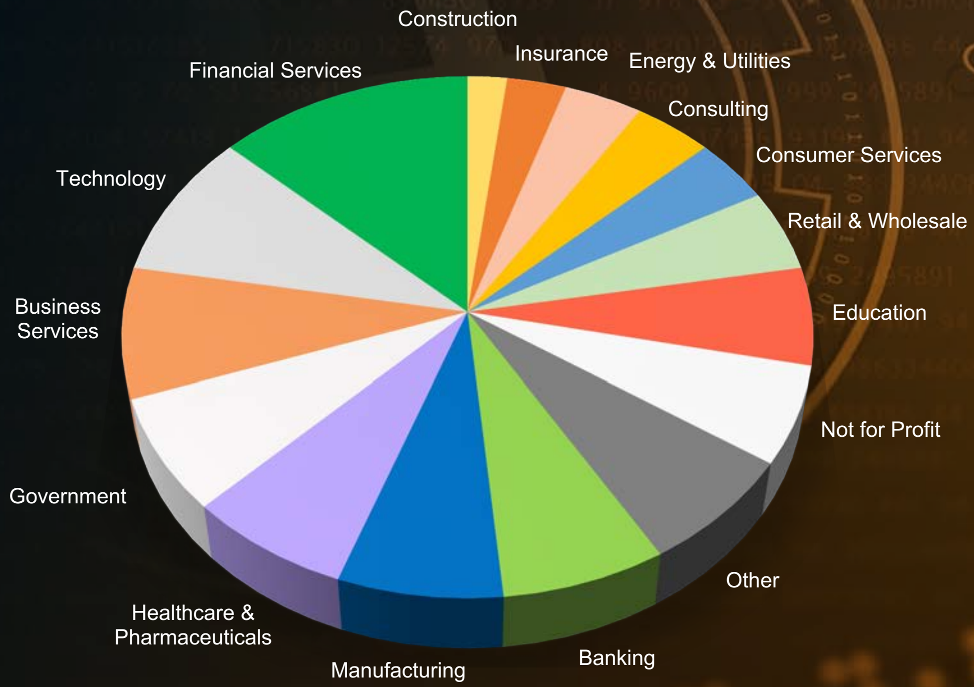
So how do you get there?

It’s not magic.

Over

65,000

Customers



About Us

- The world's largest integrated Security Awareness Training and Simulated Phishing platform
- We help tens of thousands of organizations manage the ongoing problem of social engineering
- CEO & employees are industry veterans in IT Security
- Global Sales, Courseware Development, Customer Success, and Technical Support teams worldwide
- Offices in the USA, UK, Netherlands, India, Germany, South Africa, United Arab Emirates, Singapore, Japan, Australia, and Brazil

FORRESTER® WAVE LEADER 2022 Security Awareness And Training Solutions

AMERICA'S FASTEST-GROWING PRIVATE COMPANIES Inc. 500

Gartner peerinsights customers' choice 2021 ™

- Reduced Malware and Ransomware Infections
- Reduced Data Loss
- Reduced Potential Cyber-theft
- Increased User Productivity
- Users Have Security Top of Mind

FORRESTER® *Case Study*

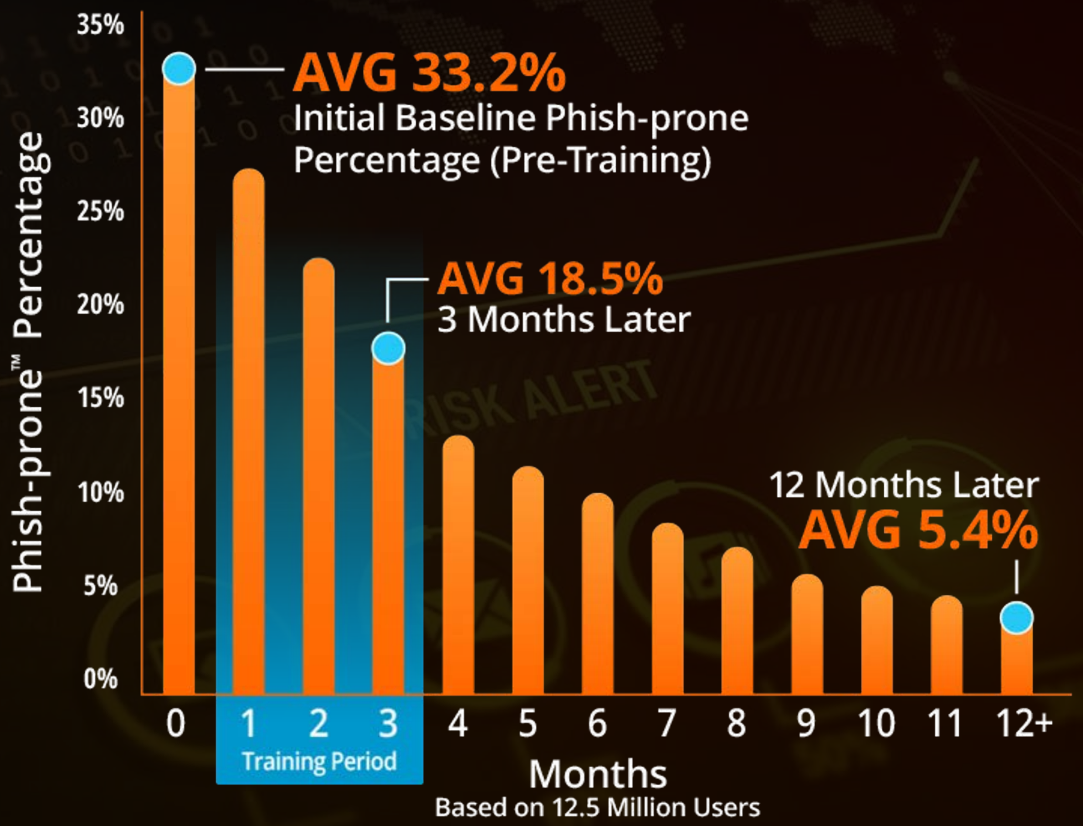
276% ROI

With Less than Three-Months Payback*

**A commissioned study conducted by Forrester Consulting on behalf of KnowBe4. The Total Economic Impact™ of KnowBe4. April 2021*

KnowBe4
Human error. Conquered.

Generating Industry-Leading Results and ROI

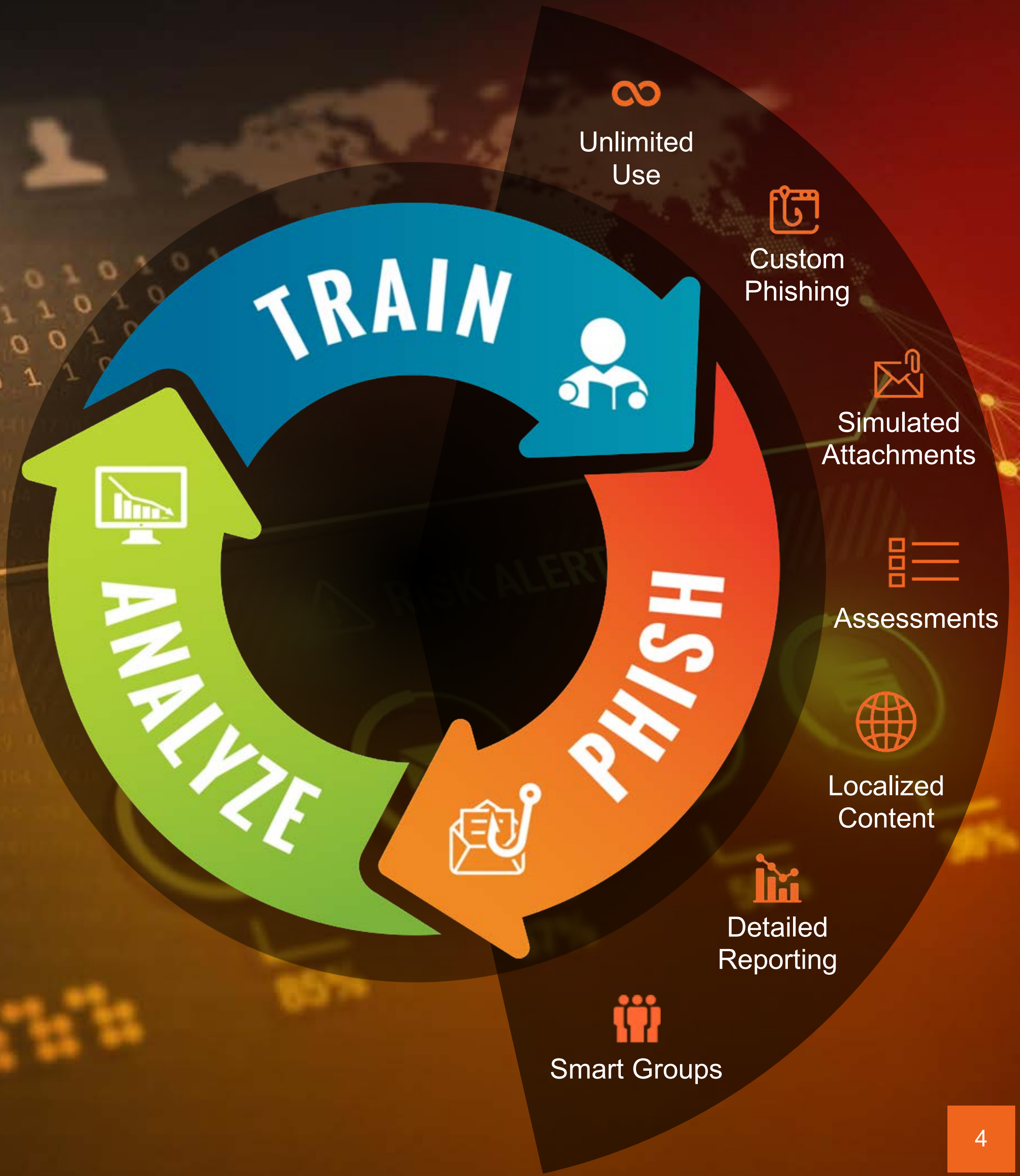


Source: 2023 KnowBe4 Phishing by Industry Benchmarking Report

Note: The initial Phish-prone Percentage is calculated on the basis of all users evaluated. These users had not received any training with the KnowBe4 console prior to the evaluation. Subsequent time periods reflect Phish-prone Percentages for the subset of users who received training with the KnowBe4 console.

Platform for Awareness Training and Testing

1. Train Your Users
2. Phish Your Users
3. See the Results



KnowBe4
Human error. Conquered.

Product Suite to Manage Security and Compliance Issues

Security Awareness Training Platform

Discover how you can enable your users to make smarter security decisions. See how you can use training and simulated phishing tests to manage the ongoing problem of social engineering.

SecurityCoach

Discover how SecurityCoach enables real-time coaching of your users in response to risky security behavior based on alerts generated by your existing security stack.

Compliance Plus

Find out how you can deliver engaging, relevant, and customizable content for your organization's compliance training requirements.

PhishER Plus

Learn how you can identify and respond to reported email threats faster. See how you can automate your email Incident Response and supercharge your anti-phishing defense.

Free Tools

Learn how you can identify potential vulnerabilities in your organization and stay on top of your defense-in-depth plan.

Joanna Huisman

SVP, Strategic Insights & Research

joannah@knowbe4.com

LinkedIn: JoannaHuisman

KnowBe4
Human error. Conquered.

KnowBe4

Human error. Conquered.