



How to Strengthen Your Organisation's Last Line of Defence: **Your Human Firewall**

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Head of Australia and New Zealand



Our Mission

Enable your employees to make smarter security decisions, every day

Customers Are Building a Modern Security Stack....



...That Starts With the Human

KnowBe4 Named a Leader in The Forrester Wave™: Security Awareness and Training Solutions, Q1 2022

KnowBe4 received the highest scores possible in 16 of the 30 evaluation criteria, including breadth of content coverage, security culture measurement, and customer support and success.

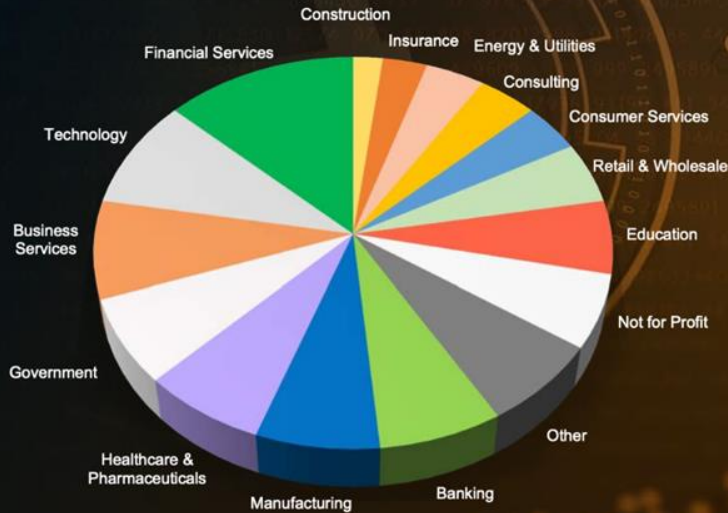
Using a 30-criteria evaluation, the Forrester Wave report ranks 11 vendors in the security awareness and training market based on their current offering, strategy and market presence.

The Forrester Wave™: Security Awareness and Training Solutions, Q1 2022, Forrester Research, Inc., March 16, 2022

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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



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

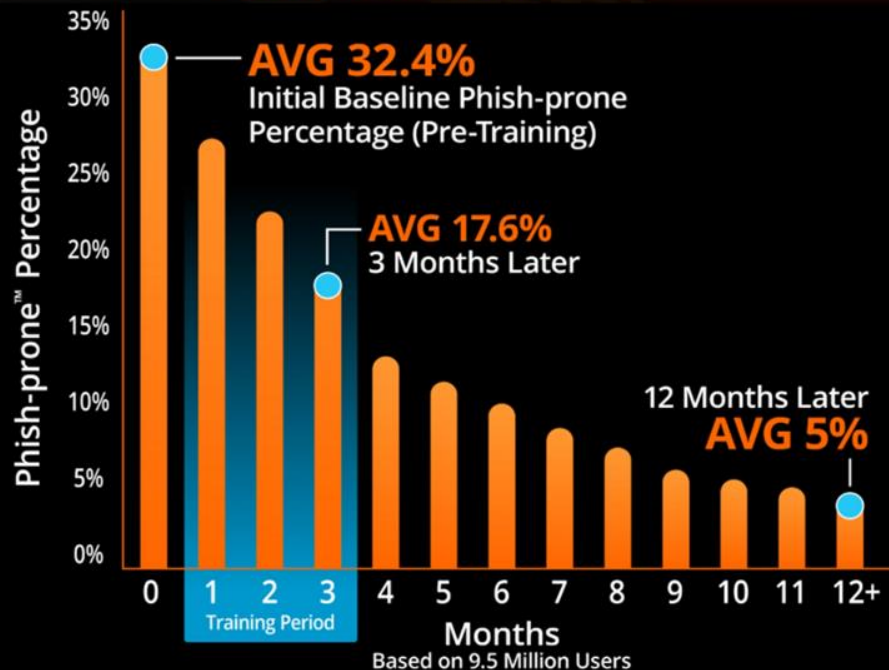
FORRESTER® Case Study

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

Generating Industry-Leading Results and ROI



Source: 2022 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.

Employees Are Your Last Line of Defence

- 91% of successful data breaches started with a spear phishing attack
- Q2 2023 Top-Clicked Phishing Test Results Favour HR-Related Subjects
- As of 2023, over 72% of businesses worldwide were affected by ransomware attacks (Statista)



The Threat is Real, and Increasing

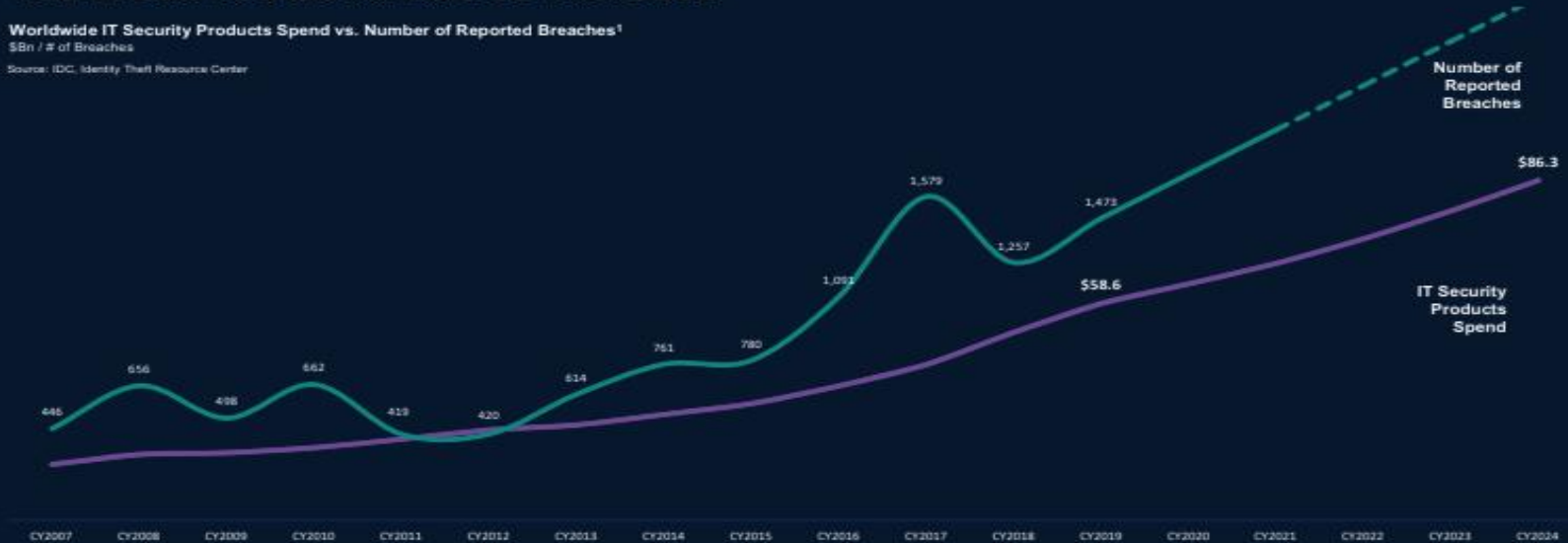
Re: \$\$ Discount Approval – Your Review Is Needed – Hi Joe – tried to approve but the link isn't working – says it's already

Organizations Globally Have Invested Massively on Cybersecurity, Yet Breaches Continue to Increase

Worldwide IT Security Products Spend vs. Number of Reported Breaches¹

\$Bn / # of Breaches

Source: IDC, Identity Theft Resource Center



Bad actors are leveling up...

56%

**OF TARGETED
PHISHING ATTACKS
BYPASS LEGACY
FILTERS**

Legacy email security
products aren't
enough to mitigate
the threat of phishing

GenAI

**HAS EMPOWERED
EVEN THE MOST INEPT
CYBERCRIMINALS**

Cyber threats are
getting increasingly
sophisticated

74%

**OF ALL DATA
BREACHES
INCLUDE THE
HUMAN ELEMENT**

Phishing and social
engineering is the
#1 cyber threat to
your customers

Build engagement and decrease behaviour-related risk



Baseline Testing

We provide baseline testing to assess the Phish-prone™ percentage of your users through a free simulated phishing attack.



Train Your Users

On-demand, interactive, engaging training with common traps, live hacking demos and new scenario-based Danger Zone exercises and educate with ongoing security hints and tips emails.



Phish Your Users

Fully automated simulated phishing attacks, hundreds of templates with unlimited usage, and community phishing templates.



See the Results

Enterprise-strength reporting, showing stats and graphs for both training and phishing, ready for management. Show the great ROI!



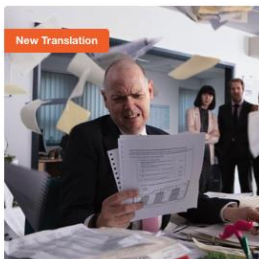
Recommended



2023 Kevin Mitnick Security Awareness Training - 15 minutes

📎 Training Module

Already Added



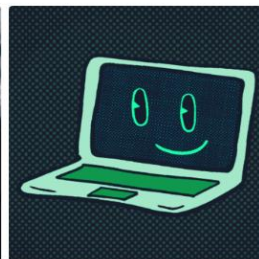
Security Snapshots #15 - Reporting Incidents

📺 Video Module



The Inside Man: Season 5 Ep 01 - King of the Castle

📺 Video Module



AI Chatbots: Understanding Their Use, Risks, and Limitations i...

📎 Training Module

Foundational



Putting Data Protection Into Practice

📎 Training Module



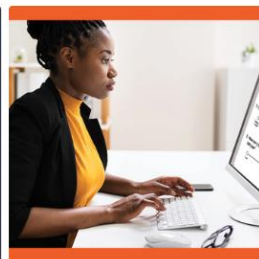
2023 Kevin Mitnick Security Awareness Training - 45 minutes

📎 Training Module



Phishing Foundations

📎 Training Module



Security Awareness Proficiency Assessment (SAPA)

📋 Assessment

TRAIN



Phishing Email Templates

Overview Campaigns Email Templates Landing Pages Domains Ignored IPs Reports Phishing Templates (Beta)

My Templates System Templates Community Templates

System Categories

All Templates 25927

QR Code 143

Coronavirus/COVID-19 Phishing 96

Coronavirus Alerts (Not PST) 11

Coronavirus Alerts (Branded) (N... 11

Reported Phishes of the Week 12

Current Event of the Week 1

Current Event of the Month 1

Scam of the Week (Not PST) 1

Scam of the Week (Branded) (No... 1

Security Hints&Tips (Not PST) 116

Security Hints&Tips (Branded) (... 104

PCI Security Hints & Tips (Not P... 5

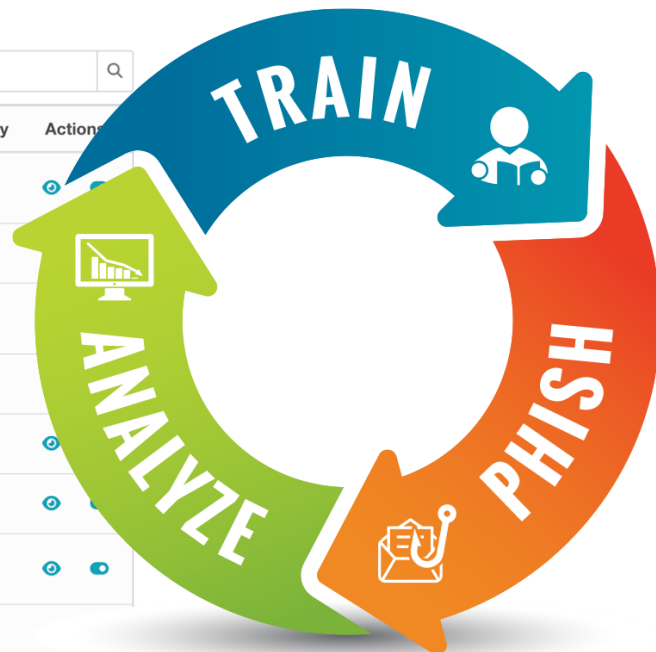
HIPAA Security Hints & Tips (Not... 6

Thai Show Hidden Items

Search

<input type="checkbox"/> Template Name	Updated	Difficulty	Category	Actions
<input type="checkbox"/> Dropbox: บัญชี Dropbox ของคุณกำลังปิดการใช้งาน เว้นแต่คุณจะดำเนินการ! (ลิงก์)	08/07/2022	★★★★★	Thai	
<input type="checkbox"/> dock: ค่ะมาคยได้เชิญคุณเข้าร่วม dock! (ลิงก์)	02/12/2022	★★★★★	Thai	
<input type="checkbox"/> การตรวจสอบความถูกต้องของการทำธุรกรรมออนไลน์ของธนาคารกสิกรไทย (ลิงก์)	11/11/2022	★★★★☆	Thai	
<input type="checkbox"/> ไปรษณีย์ไทย: ข้อมูลที่อยู่ไม่ครบถ้วน (ลิงก์)	11/11/2023	★☆☆☆☆	Thai	
<input type="checkbox"/> การแจ้งเรื่องคำจอตกรด (คิวอาร์โค้ด)	11/11/2023	★☆☆☆☆	Thai	
<input type="checkbox"/> Microsoft: ประกาศเรื่อง Microsoft Authenticator (ลิงก์) (คิวอาร์โค้ด)	11/11/2023	★★★★☆	Thai	
<input type="checkbox"/> อีลอน: ดูเหมือนว่าการชำระเงินอัตโนมัติรายการหนึ่งของคุณจะแตกต่างกันไปจากเดิม (ลิงก์)	11/11/2023	★★★★☆	Thai	
<input type="checkbox"/> Spotify: ตอนนี้ ผู้ใช้ Spotify แพ็กเกจพรีเมียมสามารถเข้าถึงหนังสือเสียงได้ฟรี (ลิงก์)	11/11/2023	★★★★☆	Thai	
<input type="checkbox"/> ยืนยันหมายเลข โทรศัพท์ของคุณเพื่อช่วยปกป้องบัญชีของคุณ (ลิงก์)	11/11/2023	★★★☆☆	Thai	

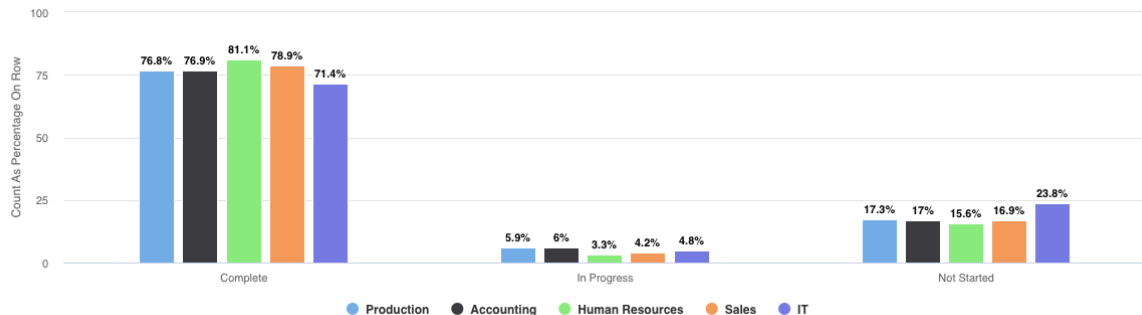
PHISH



Executive Summary Report

Created by Aaron Anderson on Jan 12, 2024

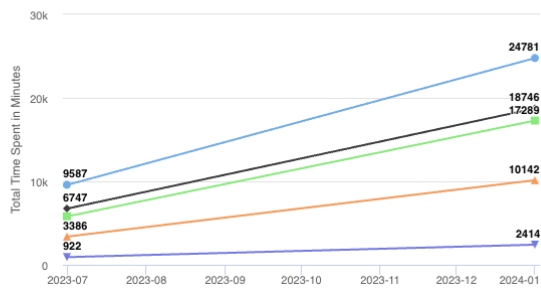
Training Completion



Risk Score Trend



Training Completion Over Time



ANALYZE



Analyze (At the user level)

Fritz Connell

Groups (4)

Phishing Results

94.4%

Phish-prone Percentage

Emails Delivered 18
Failures 17
Emails Reported 1

Phish Failures by Type

Training Assignments

100%

Total Assignment Completions

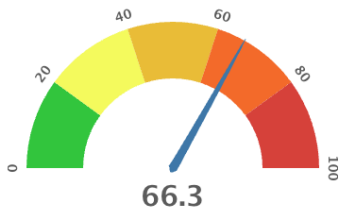
Completed 19
In Progress 0
Not Started 0

View Training Details

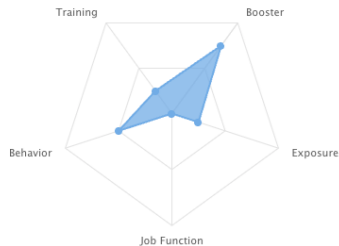
Risk

[See our VRO Guide](#)

Risk Score



Risk Factors



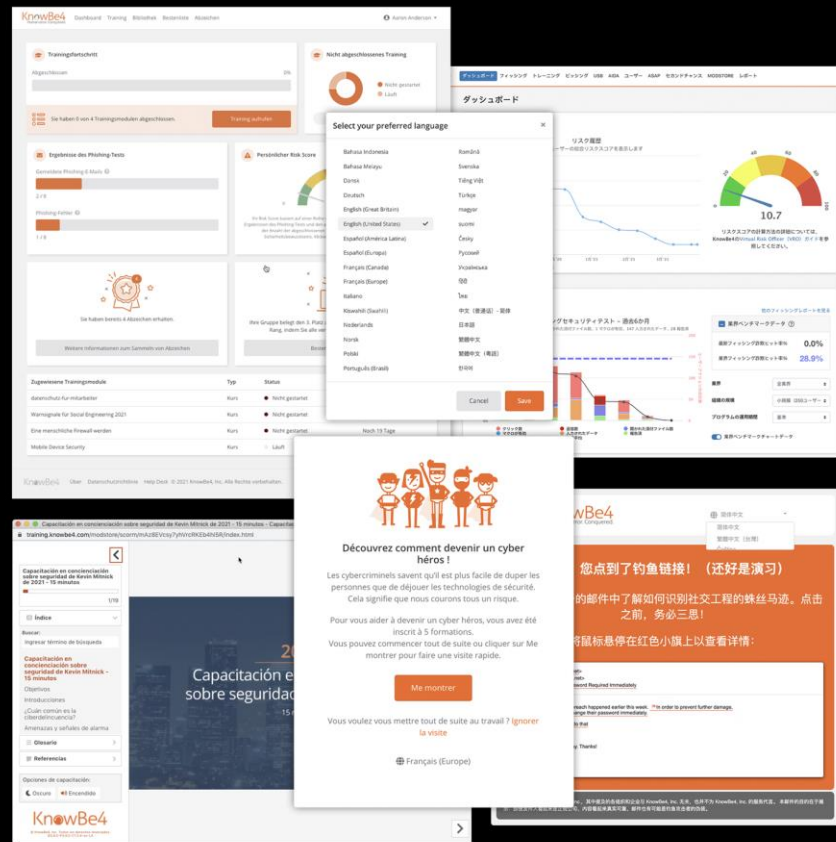
Develop a Fully Mature Awareness Program

- **Awareness Training** on its own, typically once a year, is far from enough.
- **Simulated phishing tests** of groups of employees doesn't work on its own either.
- But **together**, done frequently, and reinforcing each other, they can be combined to greatly **increase effectiveness**.



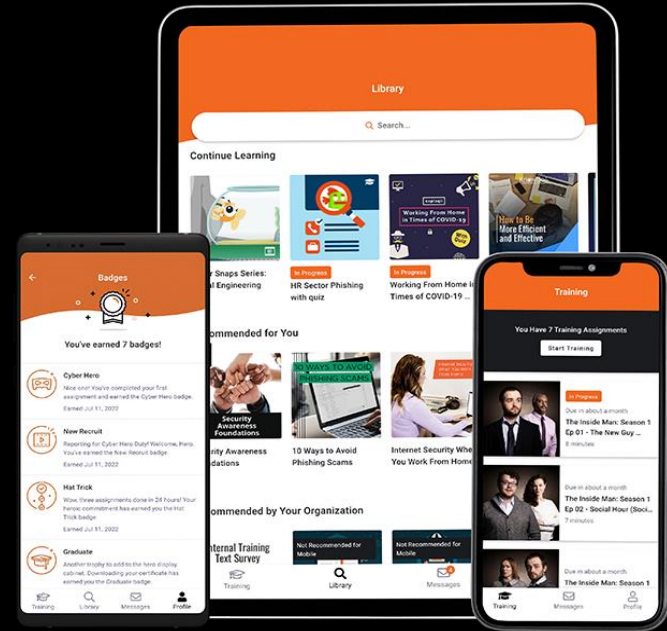
Localized Content and Platform Support

- **34+ Languages for Global Coverage of Learners**
 - *Localized learner interface and end-to-end translated content for phishing and training campaigns*
- **12 Content Publishers Delivering Globally Relevant Content**
 - *Always fresh content, by worldwide courseware specialists, creating award-winning localized training modules*
- **Multi-Language Technical Support Available**
 - *Chinese (Cantonese), Chinese (Mandarin), English, German, Japanese, Portuguese (Brazil), and Spanish (Latin America)*



KnowBe4 Learner App

- **Anytime, Anywhere Learning**
 - *24/7/365 global access to your organization's security awareness and compliance training library from the convenience of user mobile devices*
- **One Platform, One Learner Experience (LX)**
 - *A seamless learning experience for users from the KnowBe4 web platform to the mobile app with cross-platform synchronization, your branding, learner badges and localization*
- **Higher Engagement and Completion Rates**
 - *24/7 access to assigned training modules provides users flexibility and low-pressure opportunities to consume content*



- **And the best part? There is no extra cost!**
 - *The KnowBe4 Learner App is included with all training subscription levels and is available for Android and iOS devices*



KnowBe4 Demonstration

*Enabling Your “Weakest Link”
To Become Your “Strongest Link”*

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.



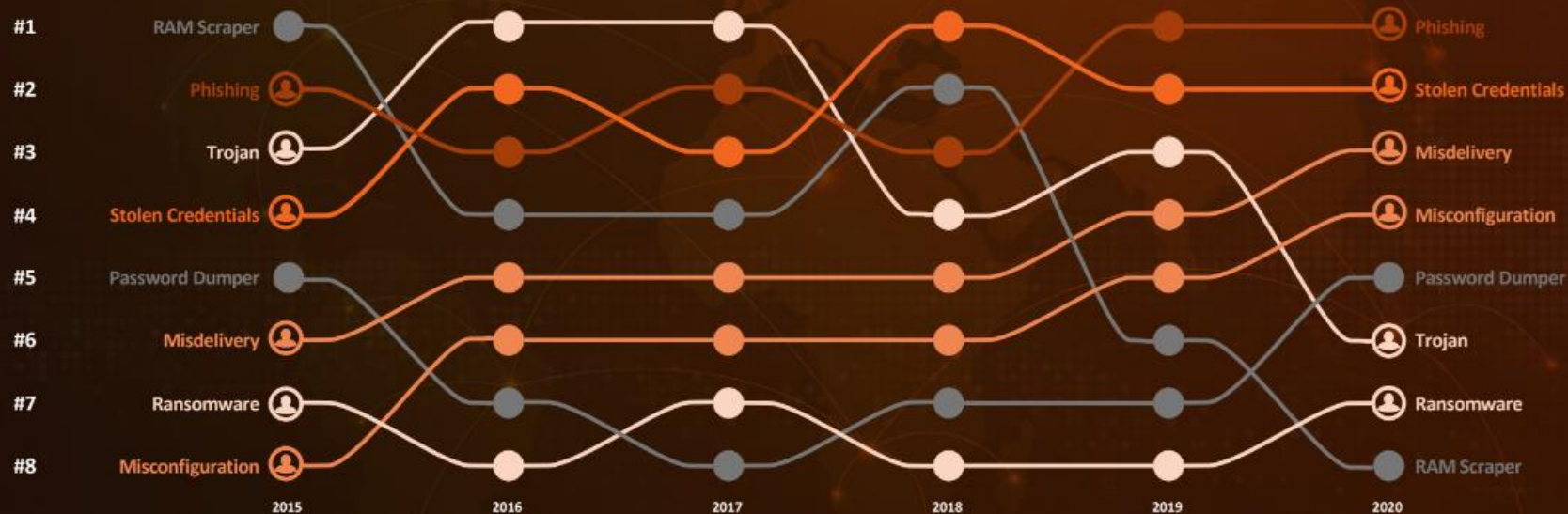
Free Tools

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

Humans Have Always Been the Weakest Link in Security

Rank of Select Threat Action Varieties in Breaches Over Time

Ranking



The human layer represents a **high value and probability target** at **low time and cost** to implement for attackers

Source: Verizon 2020 Data Breach Investigations Report