

## Security Awareness Training and Simulated Phishing Platform

Helps you manage the ongoing problem of social engineering

### KnowBe4 Security Awareness Training

Old-school security awareness training doesn't hack it anymore. Today, your employees are frequently exposed to sophisticated phishing and ransomware attacks.



#### Baseline Testing

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



#### Train Your Users

The world's largest library of security awareness training content; including interactive modules, videos, games, posters and newsletters. Automated training campaigns with scheduled reminder emails.



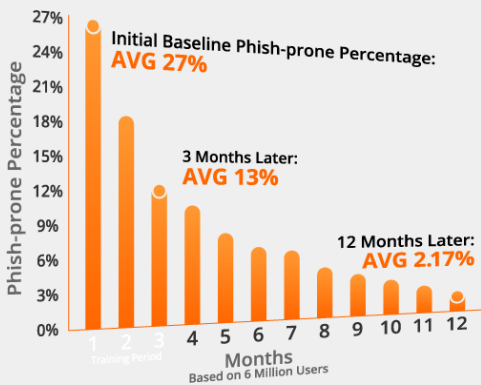
#### Phish Your Users

Best-in-class, 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!



### The System Really Works

With KnowBe4's massive database, we analysed 6 million users over the course of 12 months, and our 2018 research uncovered some surprising results. The overall industry initial Phish-prone percentage benchmark turned out to be a troubling 27%.

Fortunately, the data showed that this 27% can be brought down more than half to just 13% in only 90 days by deploying new-school security awareness training. The 365-day results show that by following these best practices, the final Phish-prone percentage can be minimized to 2.17% on average.

See how your company's phish-prone percentage compares to your peers! Industry Benchmarking feature included with your subscription.

## Find out How Effective Our Security Awareness Training Is

KnowBe4 is the world's largest integrated platform for awareness training combined with simulated phishing attacks. Join our tens of thousands of customers who have mobilized their end users as a last line of defence.

### KnowBe4 Security Awareness Training Features



#### Unlimited Use

We offer three Training Access Levels, giving you access to our content library of 500+ items based on your subscription level. Unlimited access to all phishing features with flexible licensing. No artificial license ceilings and 10% overage allowance. Powerful new features added regularly.



#### Automated Security Awareness Program (ASAP)

ASAP is a revolutionary new tool for IT professionals, which allows you to create a customized Security Awareness Program for your organization that will help you to implement all the steps needed to create a fully mature training program in just a few minutes!



#### Custom Phishing Templates

Apart from the thousands of easy-to-use existing templates, you can customize scenarios based on personal information, creating targeted spear phishing campaigns, which replace fields with personalized data. Phishing Reply Tracking allows you to track if a user replies to a simulated phishing email and can capture the information sent in the reply.



#### Detailed Reporting

You'll see reporting for phishing campaigns as well as a general overview of your last 5 campaigns, and you can drill-down into one-time and recurring campaigns for more detail. You can also leverage Reporting APIs to customize and obtain reports by integrating with other business systems that present data from your KnowBe4 Console



#### Simulated Attachments

Your customized Phishing Templates can also include simulated attachments in the following formats: Word, Excel, PowerPoint and PDF, (also zipped versions of these files).



#### Custom Landing Pages

Each Phishing Email Template can also have its own Custom Landing Page, which allows for point-of-failure education and landing pages that specifically phish for sensitive information.

#### Phish Alert Button

KnowBe4's Phish Alert add-in button gives your users a safe way to forward email threats to the security team for analysis, and deletes the email from the user's inbox to prevent future exposure. All with just one click!



#### Social Engineering Indicators

Patented technology turns every simulated phishing email into a tool IT can use to dynamically train employees by instantly showing them the hidden red flags they missed within that email.



#### User Management

KnowBe4's Active Directory Integration allows you to easily upload user data and saves you time by eliminating the need to manually manage user changes. You can also leverage the Smart Groups feature to tailor and automate your phishing campaigns, training assignments and remedial learning based on your employees' behaviour and user attributes.



#### Security Roles

Allows you to define the level of access and administrative ability that you'd like specific user groups to have. This feature helps you follow the principle of least privilege in your KnowBe4 console, ensuring that the various areas of your KnowBe4 account are only accessible to those who need them.

**Did you know that 91% of successful data breaches started with a spear phishing attack?**