

KnowBe4



State of Maine

KnowBe4 Webinar
12/12/24



Agenda

- Introductions
- Demo
- Maturity Model
- Other resources
- Q&A

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Introductions

Meet Your KnowBe4 Team



- **Riley Hall**

Customer Success Manager

- **Erin Ireland**

Director Customer Success

- **Sabrina Mitchell**

Account Manager

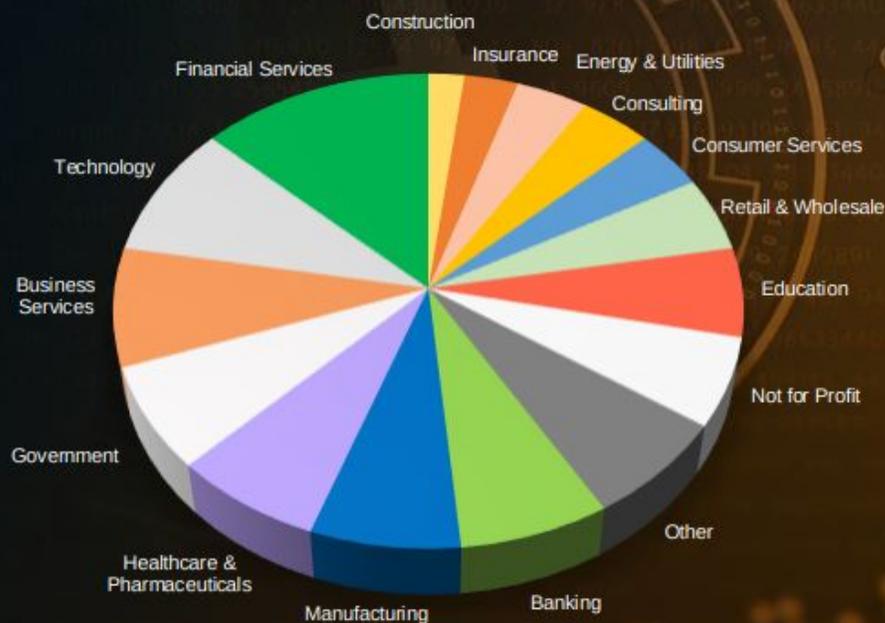




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KnowBe4 Demo

70,000 Customers

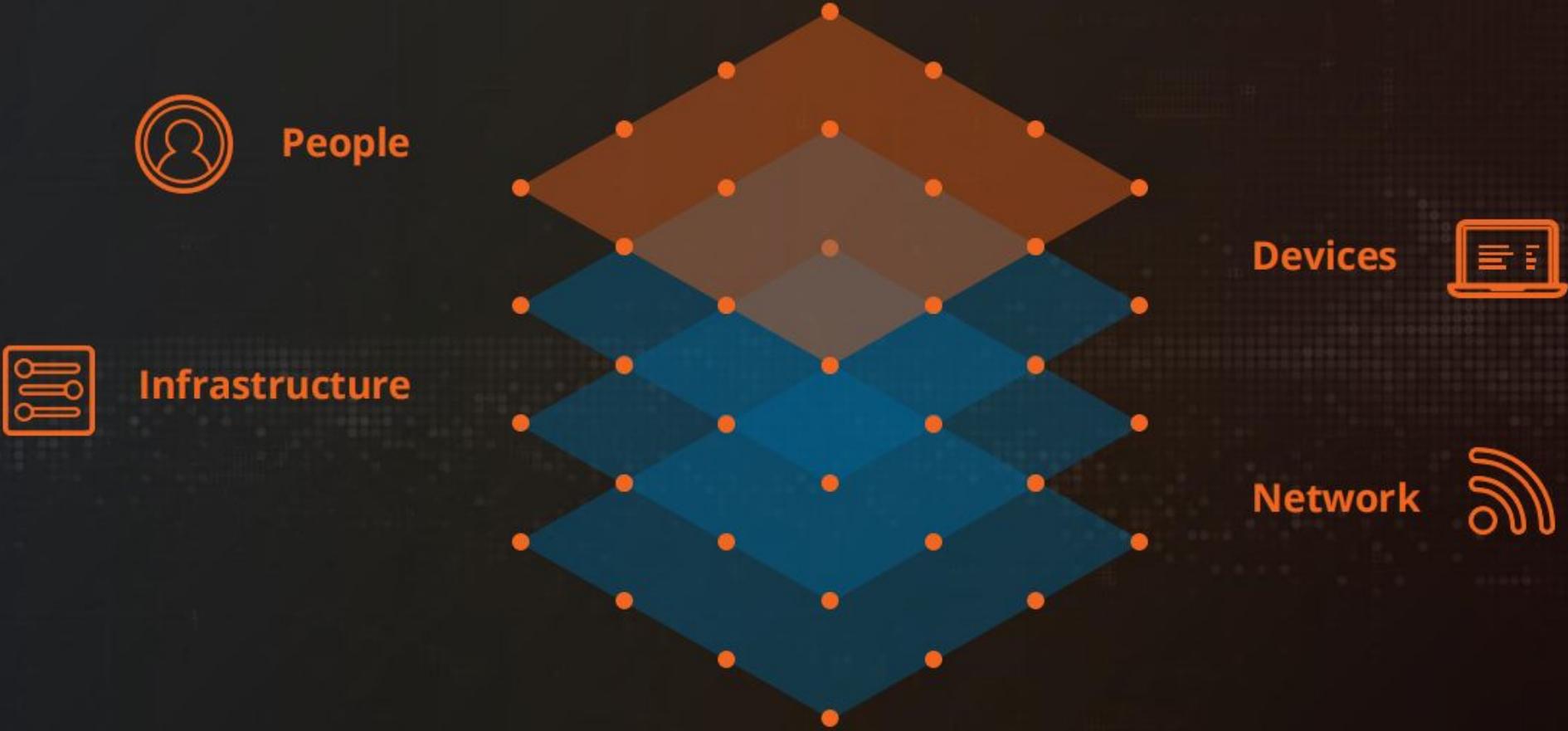


About Us

- 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



Customers Are Building a Modern Security Stack...



...That Starts With the Human

Platform for Awareness Training and Testing

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



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Dashboard

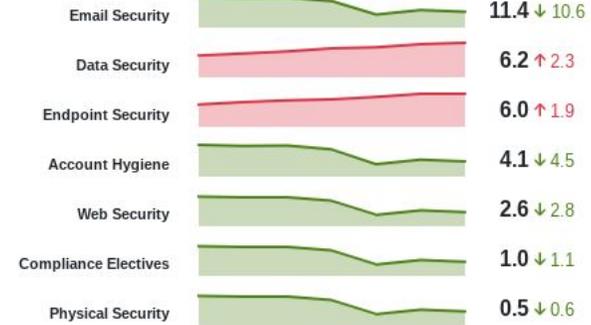


Organization's Risk Score



[How does SmartRisk Agent™ calculate my Risk Score?](#)

Security Types

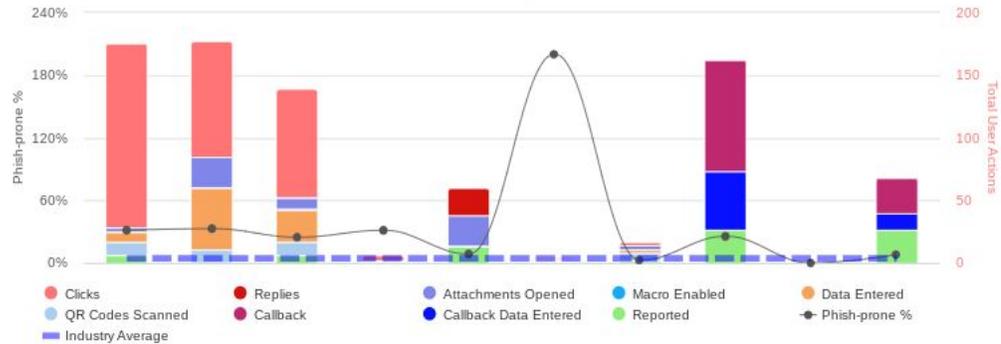


Phishing

Hide Industry Benchmark Data

Phishing Security Tests - Last 6 Months

336 Clicks, 22 Replies, 66 Attachments Opened, 1 Macro Enabled, 86 Data Entered, 41 QR Codes Scanned, 117 Callback, 61 Callback Data Entered, 80 Reported



Your Organization

Account Average Phish-prone % **16.5%**

Last Campaign Phish-prone % **8%**

Industry Benchmark Data

Show in chart

Industry Phish-prone % **4.4%**

Industry

Organization Size

Program Maturity

Phishing Security Test Campaigns

[+ Create Phishing Campaign](#)

We're now offering advanced phishing template features, including enhanced filtering, searching, and exclusions. For more information about these features, see our [Phishing Templates Guide](#).

[Opt In](#)

Overview **Campaigns** Legacy Email Templates New Phishing Templates Landing Pages Domains Ignored IPs Reports

Active **Inactive** Hidden PhishFlip All

[Download Phishing Failures](#)

Name	Groups	Tests	Phish-prone %	Last Test	Status	Duration	Actions
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Current Events and Social Networking
 Monthly from topics: *Current Events, Social Media*
[Localized Campaign](#)

All Users

6

0.0%

11/20/2024
1:45 AM

closed

Tracking
1 Day

Initial Campaign
 One-time from topic: *IT*
[Localized Campaign](#)

All Users

1

31.4%

CEO Fraud Test
 One-time from topic: *IT*
[Localized Campaign](#)

All Users

1

8.7%

Displaying all 3 rows

Overview **Users**

538 Recipients	100% 538 Delivered	6.1% 33 Opened	0% 0 Clicked	0% 0 QR Code Scanned	4.1% 22 Replied	4.6% 25 Attachment Opened	0% 0 Macro Enabled	0% 0 Data Entered	2.4% 13 Reported	0% 0 Bounced
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[Bulk Update](#) [Download CSV](#)

Name and Email	Scheduled	Delivered	Opened	Clicked	QR Code Scanned	Replied	Attachment Opened	Macro Enabled	Data Entered	Reported	Email Preview
Aaron Anderson admin@kb4-demo.com	08/31/2024, 2:45 AM	✓	✓			✓				✓	
Zack Westfield qa-admin@kb4-demo.com	08/31/2024, 2:45 AM	✓	✓			✓				✓	
Fritz Connell Fritz.Connell@kb4-demo.com	08/31/2024, 2:45 AM	✓	✓			✓					

From: IT <it@kb4-demo.com>
Reply-To: IT <it@kb4-demo.com>
Subject: Printer Driver Updates Scheduled

Template ID: 13326-596443

 Send Me a Test Email

 Toggle Red Flags

Dear Aaron Anderson,

We need to inform you that IT has approved a suite of new Printer Drivers to be installed during the upcoming holiday. In order for these new drivers to be successfully loaded and installed we need to confirm that your system credentials are up to date (not about to expire) and that you will confirm the device will be left powered on, but locked during the holiday.

Please follow the link below to complete a short form and ensure that you are on the list for the update and that you are confirming that your credentials are not set to expire over the break.

<https://kb4-demo.com/confirmation>

We appreciate your prompt attention to this matter and hope that you and your family have a safe and enjoyable holiday!

Best regards,

Sales Demo IT Department
it@kb4-demo.com

Phish Email Example

Landing Page Example

Choose a language from the dropdown:

English (United States)



Oops!

You clicked on a simulated phishing test!

Remember these three rules to stay safe online:

1

Always stop, look, and think before you click!

2

Check for red flags that indicate a phishing attack is happening.

3

Verify suspicious emails with the sender through a different medium.

Remember: Always report suspicious emails to your supervisor or IT team. There are many ways that internet criminals will try to scam you. Stay alert—YOU are the last line of defense!

Training Campaigns

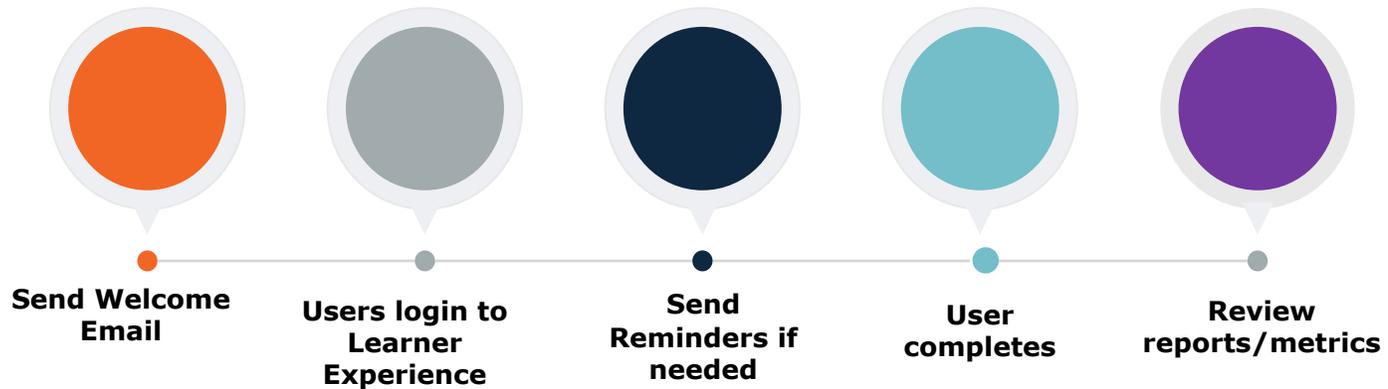
+ Create Training Campaign

AIDA Training Campaigns Notification Templates Policies Reports

Active Inactive All

Search

↕ Name	Groups	Content	Total Duration	↕ Complete %	Actions
<p>In Progress</p> <p>Security Culture Survey</p> <p>12/08/2024 - 1 week</p>	All Users	<p>📄 Security Culture Survey (SCS)</p>	10 minutes	55% Completed	⋮
<p>In Progress</p> <p>Security Awareness Initiative</p> <p>12/04/2024 - 3 weeks 🕒</p>	All Users	<p>📺 QR Codes: Safe Scanning</p> <p>📄 Creating Strong Passwords - Security Awareness Training</p> <p>📄 Phishing: Don't Get Reeled In</p>	16 minutes	79% Completed	⋮
<p>In Progress</p> <p>Baseline Security Knowledge Assessment</p> <p>12/04/2024 - 3 weeks</p>	All Users	<p>📄 Security Awareness Proficiency Assessment (SAPA)</p>	10 minutes	73% Completed	⋮
<p>In Progress</p>	All Users	<p>📺 The Inside Man: Season 3 Ep 01 - Getting In</p>	1 hour 38 minutes	39% Completed	⋮





Search for users by name or ema



Include Archived Users

Bulk Update

Generate CSV

Enroll Users

Actions

<input type="checkbox"/>	Content Name	Enrollment Date	Time Spent	Time Remaining	Status	Score	Knowledge Refresher
Aaron Anderson							
<input type="checkbox"/>	The Inside Man: Season 3 Ep 01 - Getting In	07/22/2024	00:00	-	Not Started	-	-
<input type="checkbox"/>	The Inside Man: Season 3 Ep 02 - Challenge Accepted	07/22/2024	00:00	-	Not Started	-	-
<input type="checkbox"/>	The Inside Man: Season 3 Ep 03 - Things Unsaid	07/22/2024	00:00	-	Not Started	-	-
<input type="checkbox"/>	The Inside Man: Season 3 Ep 04 - Credit Where Credit Is Due	07/22/2024	00:00	-	Not Started	-	-

My Dashboard

Team Dashboard



Training Progress

Completed

0%



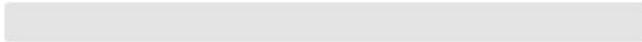
You have completed 0 of 5 assignments.

Go to Training



Phishing Test Results

Reported Phishing Emails



0 / 9

Phishing Failures



8 / 9



You have 2 Knowledge Refreshers

Go to Knowledge Refreshers



Personal Risk Score



0

10.3

100

Why did my score change?

Your Risk Score is calculated using risk factors from various security types based on received data and your activity. Risky behavior increases your Risk Score, and secure behavior decreases it. [Learn More](#)



You have earned 3 badges during your training!

Learn How to Earn Badges

Learner Experience
User's training portal

The screenshot shows the ModStore interface. At the top, there is a navigation bar with the ModStore logo and menu items: Browse, Library, Brandable Content, Content Manager, and Uploaded Content. Below this is a featured content banner for "GLOBAL ANTI-BRIBERY & CORRUPTION". The banner includes a central graphic of a handshake surrounded by various icons representing different countries and industries. Text on the banner includes "Gain an understanding of what constitutes bribery and corruption." and "Learn your role in helping the organization remain ethical and compliant." Below the banner are filter controls for Content Types (set to All), Topics (set to All), and a Search bar. There is also an "Additional Filters" dropdown and a "View All Content (2339)" link. Below the filters is a "Holiday Kit" carousel with five items:

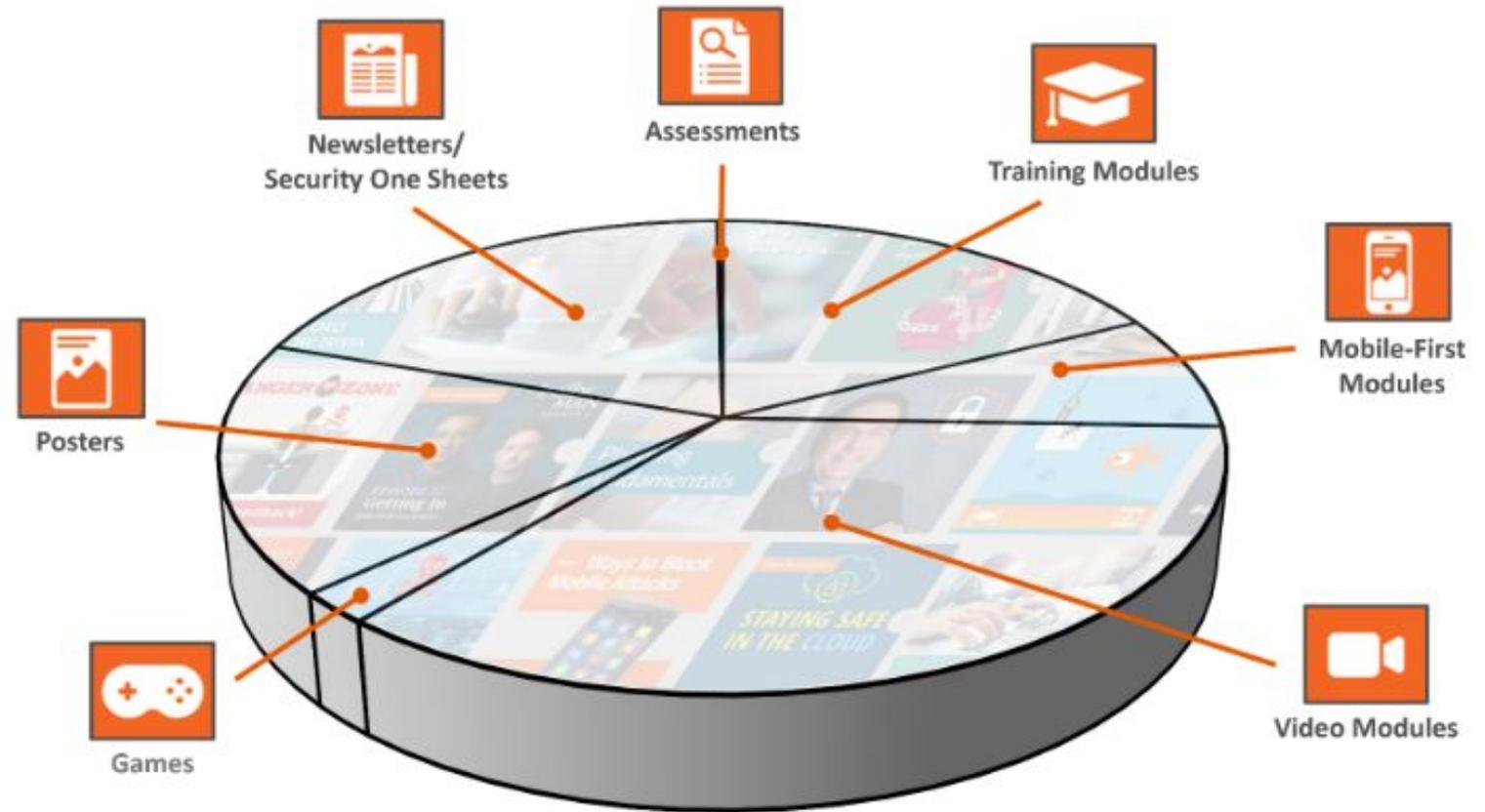
- 2024 Holiday Resource Kit
- The Gift of Awareness: Holiday Cybersecurity Essentials
- Holiday Cybersecurity World Passport Game
- Let's Have Cyber-Safe Holidays!
- Stay Safe This Holiday Season

35+ Languages

Over 2k pieces of content

11 Content Publishers

Our Diamond level subscription provides access to the most robust security awareness training library on the market.

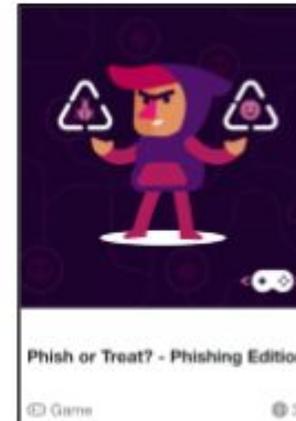


Training plans are easy to string together when the content offering is designed to meet learners where they are in their cybersecurity awareness education.

Foundational



Remedial



Role-Based



Reporting

- [Reports](#)
[Executive Reports](#)
[Saved Reports](#)
[Scheduled Reports](#)
[Download Center](#)

All Reports

Category

All ▾

Search...



Risk Score v2 Reports

View Risk Score v2 reports by group, user, or manager. This report provides Risk Score trends, analysis, and range.

- [Group Risk Score](#) ☆
- [User Risk Score](#) ☆
- [Manager Risk Score](#) ☆



Training Activity Reports

View a report about your organization's training activity by enrollment. You can also change the report type to group training activity by enrolled user.

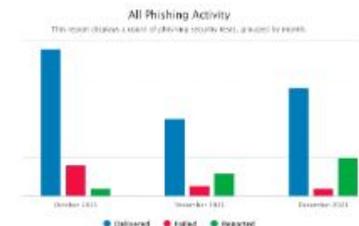
- [All Training Activity](#) ☆
- [All Training Activity Grouped by User](#) ☆



Group and User Report Cards

View the Risk Score, phishing results, and training status for each user group or each user. This report can be used to determine what types of phishing emails are most prone to failures.

- [User Report Card](#) ☆
- [Group Report Card](#) ☆



Phishing Activity Reports

View a report about your organization's phishing activity by phishing security test. You can also change the report type to group phishing activity by user.

- [All Phishing Activity](#) ☆
- [All Phishing Activity Grouped by User](#) ☆



Other Capabilities

- **Phish Alert Button** - Free Reporting Tool
- **Smart Groups** - Dynamic groups to automatically adjust who gets what
- **Learner App** - allow users to take from mobile device
- **Executive Reporting** - customizable reporting
- **Security Roles** - delegate specific access to console
- **SEI Landing Pages** - point of failure feedback
- **AI-Recommended Training**
- **Callback Phishing** - entices user to call phish number

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Security Culture
Maturity Model

Security Culture Maturity Model - What is it?

SCMM



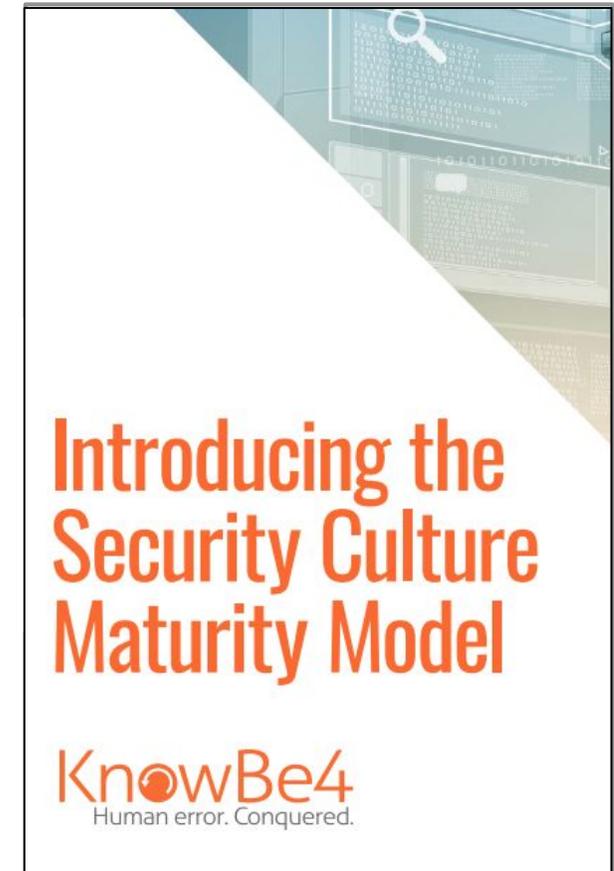
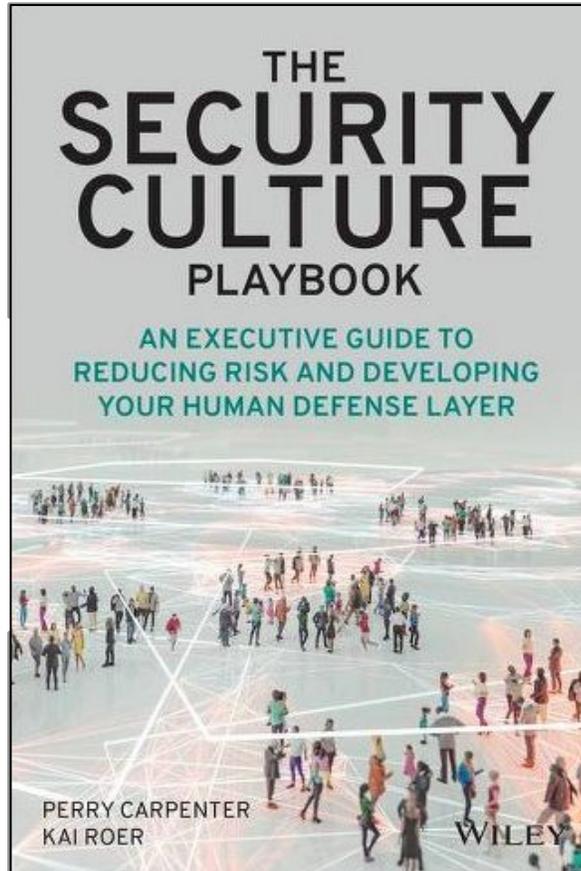
[Link to resource](#)

Security Culture

is defined as the ideas, customs and social behaviors of a group that influence its security.

Security Culture Maturity Model

is an evidence-driven framework for understanding and benchmarking the current security related maturity of an organization.



Security Culture Maturity Model

Current Score: [X]

Level 1	Basic compliance	<ul style="list-style-type: none">• “Checking a box”• Annual training• Limited buy-in
Level 2	Security Awareness Foundation	<ul style="list-style-type: none">• Annual + New Hire training• Monthly phishing simulations• Leadership buy-in
Level 3	Programmatic Security Awareness & Behaviors	<ul style="list-style-type: none">• Additional SAT tools added to program (SAPA/SCS)• Quarterly & Remedial Training + Monthly simulated phishing• Leadership driven Security Awareness focus
Level 4	Security Behavior Management (“The Human Firewall”)	<ul style="list-style-type: none">• Continuous training across a variety of delivery methods and audiences• Integrated tools and resources to increase SA footprint• Full organizational buy-in from top to bottom
Level 5	Sustainable Security Culture	<ul style="list-style-type: none">• Programs that intentionally measures, shapes and reinforces the security culture• Multiple methods of behavior-based encouragement• Security values woven through fabric of entire organization



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Additional Resources

THE INSIDE MAN

What is The Inside Man?

The Inside Man series started out as a challenge: 'is it possible to create a drama about information security that rivals anything seen on Netflix?'

The result was The Inside Man, Season 1, a twelve episode storyline, featuring Mark, a relatable anti-hero hacker who has been tasked by a sinister 'controller' to infiltrate a company and help bring it down. Like all the best-loved TV dramas, the key to success was a binge-worthy, gripping storyline with a cast of funny, heroic, resourceful, colorful and skilled characters, whose exploits just had to be reprised for a second and third season. The rest, as they say, is history. The Inside Man 'family' have now reunited for a fifth season that sees them taking on cyber threats in far-flung parts of the globe. All the adventure, drama and action show no signs of slowing anytime soon. Join us!

GET THE INSIDE SCOOP: <https://www.knowbe4.com/inside-man-webinar-odw>

THE INSIDE MAN

SEASON SIX



Home Course



KnowBe4 Home Internet Security Awareness Training

Being aware of cyber threats isn't just for the workplace. This module explores a wide range of topics from email phishing scams and social media attacks to mobile device safety and password security. Bring security home with you; learn how cybercriminals target your personal accounts and what measures you can take to protect your information and your family with the KnowBe4 Security Awareness for Home module.



Identify...

what security awareness is and why it's essential to your online safety



Understand...

how cybercriminals use common tactics to mislead and manipulate you



Learn...

what you can do to protect yourself and those closest to you from cyberattacks

Security Culture Report

2024



NEW this year!

Expanded analysis for six global regions plus an in-depth worldwide overview



Security Culture

Trends over time and regional breakdowns of security culture around the world



Scoring

The best and worst scoring industries



Best Practices

Improve your organization's security culture

Phishing by Industry Benchmarking - 2024



Phish Alert Benefits



- Reinforces your organization's security culture
- Users can report suspicious emails with just one click
- Incident Response gets early phishing alerts from users, creating a network of "sensors"
- Email is deleted from the user's inbox to prevent future exposure
- Easy deployment via .EXE file for Outlook, Google Workspace deployment for Gmail (Chrome) and manifest install for Microsoft 365

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THANK YOU!

