

## Comprehensive security awareness training to help employees recognise and prevent cyber threats

### What is KnowBe4

KnowBe4 provides comprehensive security awareness training to help employees recognise and prevent phishing attacks, malware, and other cyber threats. The platform uses simulated phishing attacks and interactive training to educate employees, improving their ability to detect suspicious activity and reducing the likelihood of falling for scams. The training is ongoing, ensuring that employees stay updated on the latest cybersecurity threats and best practices.

### How Does KnowBe4 Work

One of the biggest vulnerabilities in any organisation's cybersecurity is human error. Employees often fall victim to phishing, ransomware, and other social engineering attacks, which can lead to significant data breaches and financial loss. Without proper training, businesses are left exposed to these types of attacks, which exploit the lack of security awareness in the workforce.

### The Importance of KnowBe4

Human error is often the weakest link in an organisation's security strategy. With cyberattacks becoming more sophisticated, it's crucial that employees are trained to identify and avoid phishing attempts and other cyber threats. KnowBe4 equips staff with the knowledge and skills they need to protect the organisation, reducing the risk of data breaches and cyberattacks. Regular training also helps businesses meet compliance requirements for cybersecurity awareness.

### The Outcome

Businesses that use KnowBe4 will experience a significant reduction in successful phishing attacks and social engineering threats. Employees will be more vigilant and capable of recognising suspicious emails or activities, thereby reducing the risk of data breaches. The organisation as a whole will have a stronger cybersecurity posture, with a workforce that actively contributes to the protection of company assets and data.

The KnowBe4 logo, with the 'o' in 'Know' replaced by a circular arrow icon. Below the logo is the tagline 'Human error. Conquered.'

KnowBe4  
Human error. Conquered.

### What This Product Does:

**Ongoing Security Awareness Training:** Provides continuous training to employees on how to recognise and avoid phishing, malware, and social engineering attacks.

**Simulated Phishing Attacks:** Regularly tests employees with real-world phishing simulations to evaluate their awareness and responses.

**Risk Reporting:** Offers detailed reporting on which employees are most susceptible to phishing and what areas need improvement. **Compliance Support:** Assists organisations in meeting security compliance requirements related to cybersecurity awareness and training.

**Human-Centric Protection:** Focuses on empowering employees as the first line of defence against cyberattacks, fostering a security-conscious work culture.

### What This Product Doesn't Do:

**Doesn't Replace Technical Security Solutions:** While it strengthens human defences, KnowBe4 is not a replacement for technical security solutions like firewalls, antivirus software, or endpoint protection.

**No Real-Time Threat Blocking:** The platform trains employees and simulates phishing attacks but does not block real-time threats or malicious activity.

**Requires Ongoing Engagement:** Employee participation in training is key; without consistent engagement, the effectiveness of the training diminishes over time.

**Not Suitable as a Standalone Defence:** While effective in reducing human error, KnowBe4 should be part of a broader cybersecurity strategy, including technical defences and policies.

**Doesn't Prevent All Attacks:** Training reduces the risk of phishing and social engineering attacks but cannot prevent all cyber threats from occurring.