

Security Awareness Bites

www.cyberready.com



The Security Awareness Challenge

By 2027, the annual Security Awareness Training market will be worth \$10B.¹ However, despite widespread investment, many information security decision-makers express frustration with their current security awareness training programs.

Traditional training programs do not succeed in adequately engaging employees and in changing the enterprise cybersecurity culture. Lengthy and tedious training modules mean that employees switch off altogether, or fail to retain what they have learned.

The result: organizations are investing heavily in developing and deploying security awareness training that is unengaging, irrelevant, and ineffective.

CyberReady's Training Goals

- ✓ Provide **easy and fast deployment** via an out-of-the-box, autonomous program.
- ✓ **Increase employee engagement** with bite-sized training and engaging learning content.
- ✓ Embed awareness training into employees' daily routine to **facilitate learning**.
- ✓ Include clear metrics to **demonstrate the success** of the program and prove ROI.

What are Awareness Bites?

Awareness Bites are an autonomous awareness training solution that has been proven to change employee behavior over time. It covers all of your security awareness compliance requirements, including generating one-click compliance reports to prove you are meeting regulations.

Cybersecurity awareness training is dispensed to employees' inboxes via short, continuous 'bites' of information. Over the period of a year, dozens of opportunities for engagement are offered in an easy-to-manage way, transforming the culture from the inside out, without burdening IT teams with any added administrative overhead.

¹ Cybersecurity Ventures, 2022: SAT to hit 10B annually by 2027

CybeReady's Methodology

Through years of experience, we have developed five core training concepts:

1 Continuous training

Changing employee behavior requires constant vigilance, and yet offering continuous training manually is operationally and financially prohibitive. CybeReady's solution is autonomous and runs 24/7/365.

2 Effective delivery

Modern enterprises should not be punished for remaining secure. They should be able to effectively develop and deliver security awareness training to their employees, without the need to add significant IT overheads or heavy resource investment.

3 Diversity of training

In a fast-changing IT landscape, there is always a new threat around the corner. CybeReady continually exposes employees to both repeat and diverse situations, keeping data relevant to new threats, whether they arise from new technologies or world events.

4 The memory express lane

For effective training, it's essential to understand how learning occurs in the human mind. CybeReady incorporates scientific research on memory formation into the solution, training employees in the most impactful way, proven to boost performance.

5 Data-driven training

As soon as you start training employees, your data set can be used to iterate and improve. CybeReady uses industry-wide statistical analysis to build your program and utilizes your own hard data to continually adapt. After all, when dealing with a defined process and continuous data analysis, machines are better than humans at complex decision-making.



How are Awareness Bites Unique?

As an autonomous platform driven by machine learning technology, CybeReady's awareness training solution is different from any other in the market.

With Awareness Bites, you receive:

- ✓ **60-second bites of cybersecurity awareness**, delivered straight to your employee mailboxes.
- ✓ **Dozens of engagement opportunities** throughout a 12-month cycle to transform your security culture.
- ✓ **A quick and easy setup in minutes**, in contrast to months of lead time with a manual approach.
- ✓ **All the required elements out-of-the-box**, including branding and translations, ready to go.
- ✓ **Continuous and elective training**, giving employees autonomy over engagement, and keeping them fully informed.
- ✓ **Measurable outcomes across departments and regions**, allowing you to track progress and identify areas for improvement.
- ✓ **Low TCO**, with no Capital Expenditure (CapEx), and a transparent monthly subscription for all.

How Do Awareness Bites Work?

1

The AI engine automatically selects training modules based on an employee's past performance, requiring no involvement from the security teams.

2

Using pre-defined security awareness categories, emails deliver learning content in the employee's native language, as well as an interactive quiz.

3

After engaging with the content, employees are redirected to reinforcement learning, viewing a short video about the relevant security awareness category.



Awareness Bites: Engaging, Effortless, Efficient

Engaging

Schedule delivery of awareness bites during employee working hours, synchronized with respective global time zones to cater to a diverse or remote working landscape. Each awareness bite is paired with a quiz to reinforce learning and an engaging video.

Effortless

Eliminate the need for manual effort, as our solution autonomously delivers training bites. New employees are automatically detected and onboarded to the program. Automatic reports are generated in the dashboard, based on real-time progress so you're always up-to-date. Bites are sent from your business domain, increasing the likelihood that employees will engage, and the overall efficacy of the program.

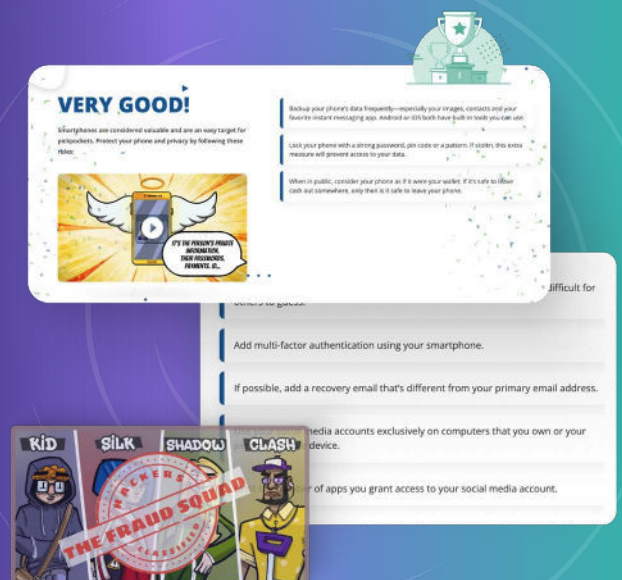
Efficient

Segment employees by risk group, and autonomously direct remedial training for those who display low awareness, prioritizing certain topics over others to address specific knowledge gaps. The Awareness Bites program supports 42 languages out of the box, eliminating translation costs. With no additional integration necessary, set and track KPIs to measure and quantify learning progress, proving ROI to the C-suite.

Getting Started with Awareness Bites

Setting up Awareness Bites requires no technical integration. The simple onboarding process begins with your business providing a list of users' emails, preferably using Active Directory. If you have already provided a user list through other CybeReady products, there is no need to submit a new set of users' emails.

Suggested security awareness categories will be provided based on the make-up of your organization and wider industry data. Review these categories and make any preferred amendments.



Autonomous and continuous training will begin immediately once onboarding is complete.