



# PeerStory: CybeReady

This PeerStory is a collection of quotes from a real user sharing their experience using CybeReady on PeerSpot.



**Dmitriy S.**

VP and CSO/CISO at Avid Technology



## Use Case

We use it for simulation of phishing campaigns against our employees and for the built-in micro-training, based on user response. We also use it for telemetry collection to figure out which employees, or teams, or locations are more risky than others. That way we can deliver some additional human training for those employees or teams, and potentially deploy some mitigating controls in addition to what we normally do.

## Valuable Features

**CybeReady has this uncanny ability to fit its simulations to reality.** The simulations that CybeReady prepares are refreshed on a monthly basis... They could be news-related, for example, related to COVID, or elections. They might be related to the time of the year, such as taxes or bonus payments and the like... It's evolving to what it's seeing out there, but in a good way.

The micro training is very useful for exactly what it's for. It's spot-training at the right time without too much. It jumps out, covers the immediate needs, and doesn't overload the user.



**The program has definitely changed employee behavior towards cyberattacks. By any measurement, they've drastically improved our cyber resiliency and improved user awareness of the attacks that are out there.**

## Results

**CybeReady has been very effective in increasing the number of people who think about information security and, for those people, the amount of time they think about it.** We haven't had a single phishing-based incident in the past two and a half years.

In about the last two and a half years since we

started using CybeReady, the click rate, or the frequency with which employees click on phishing links, across our organization dropped from the normal industry average, which is about 15 or 16 percent, to below 7 percent. That's a significant improvement. It has lowered the number of high-risk users, the people who click on everything, by 300 percent.



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## ROI

**We have seen ROI since week one. It was almost immediate...** There is very little effort on our part, but with a lot of results. All we do at the end, really, is just collect the numbers, that's huge, it's all about ROI. That's huge. It's all about ROI.

If we don't have to spend any time, or very little time, tracking a solution that gives us this kind of a drop, that's a huge improvement. If we didn't have this kind of automation and had to do these by hand, it would involve several weeks of prep as well as continuous tracking, everything the tool does on its own.

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