

How to make your people your ultimate defence

In security, people are often seen as a vulnerability, as opposed to a defence.

However, robust cyber defence is made up of tools, process and people. When properly armed, people aren't so much gateways as they are gatekeepers. They can actually prevent the attacks technological defences cannot. CybSafe is an **intelligent, data-driven cyber security awareness platform** that helps you arm your people.

As well as **improving security awareness and behaviours**, it builds a culture of security within your organisation, and demonstrably reduces cyber risk.

With
CybSafe your
people can
become your
ultimate
defence.

www.cybsafe.com



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A return on your investment

Fewer data breaches

Breaches cost money. Secure people can save the costs of rectifying breaches, the financial outlay of compensation payments, the costs associated with rebuilding reputation and the loss in company value following successful cyber attacks.

Fewer financial penalties

Secure people mean fewer data breaches and fewer financial penalties from regulators and authorities.

Reduced cyber insurance premiums

A demonstrable reduction in human cyber risk can reduce cyber insurance premiums.

Greater ROI of technological defences

Technological defences are of limited use if people work around them. Secure people work with technological defences, helping to realise their ROI.

Increased competitive advantage

Consumers and business customers increasingly demand businesses take security precautions to keep their data and networks safe.

Demonstrably secure people highlight a commitment to security, helping to win new business.

Step 1: Improving awareness

The first step to making your people a defence is **improving their security awareness**. Platforms have existed to improve security awareness for decades. The trouble is, for the most part, they're simply tick-box exercises designed to help organisations meet compliance obligations.

CybSafe builds security awareness in an altogether different manner. The platform is designed in collaboration with psychologists and founded in **behavioural science to amplify learning and retention**. Content is delivered through a series of digestible, interactive modules. As opposed to being a simple comprehension exercise, CybSafe's unique delivery is proven to ensure content is understood, retained and assimilated.

Step 2: Changing behaviour

For people to become your ultimate defence, their behaviours must also change. Studies show people typically take unnecessary security risks online – even when they're aware of the risks.

CybSafe's course content is built around behaviour change theory. It's contextual. It tells stories. It evokes emotion. It leverages blended learning and psychological heuristics. All are proven to change people's behaviour in practice.

Supportive simulated attacks monitor changes in security behaviour, **demonstrating behavioural change** and ensuring security remains at the forefront of people's thoughts.

Step 3: Building a culture of security

Building a culture of security has long been seen as the holy grail of security. A culture of security is also notoriously difficult to achieve, largely because culture is so difficult to measure.

CybSafe's **analytical engine** quantitatively measures your **people's thoughts, feelings and attitudes towards security**. It then fosters a culture of security through:

- Demonstrating the tangible value of security
- Explaining the personal and professional benefits of security
- Ensuring content is accessible
- Making messages personal
- Facilitating questions and feedback
- Encouraging security conversations
- Keeping security simple

Step 4: Making changes permanent

Security rarely remains static. Existing threats evolve, new threats emerge, new regulations materialise and security fatigue sets in. To ensure changes are permanent, CybSafe evolves with the needs of your organisation. CybSafe learns and monitors individual knowledge levels, behaviour patterns, organisational culture and the ever-evolving techniques of cyber criminals. It then leverages applied **machine learning and AI** to support at-risk departments and individuals.

Step 5: Analytics & Reporting

Our award-winning, cloud-based SaaS platform leverages advanced data analytics and cognitive technologies to provide insight on individual human cyber security and data protection risk in real time. Track progress, visualise vulnerability and understand risk.

- **Retained learning insight** – to measure how well information is being retained and if your people are actively protecting your information.
- **Enhanced reporting** – improving your in-house ability to report on people-related cyber security risks.
- **Detailed analytics** – providing intelligence and insight into areas of vulnerability and exposure.

Making people your ultimate defence

In security, people need not be a weakness or a vulnerability.

Treating them as such can quickly become a self-fulfilling prophecy. People have achieved ingenious feats in the past and, when properly educated and involved in security, people have the ability to overcome the mounting threats we face today. Making people your ultimate defence relies on advancing not just their security awareness, but also their **security habits and the culture of your organisation** – on an ongoing basis. In doing so, people morph from gateways to gatekeepers.

By advancing security awareness, behaviours and culture, CybSafe can help make your people your ultimate defence.





About CybSafe: CybSafe is a cloud-based cyber security software platform that leverages advanced data analytics and artificial intelligence to measure and improve cyber security awareness, behaviour and culture.

CybSafe's intelligent software harnesses collective lessons across the cyber security community in a low cost per-user subscription to help businesses of all sizes improve behaviour and reduce cyber risk both internally and within their supply chain. The GCHQ-accredited software helps business to mitigate cyber risk with greater certainty, greater impact, and more cost effectively.

CybSafe is a British cyber security technology company. It is headquartered at Level39, the prestigious technology community based in Canary Wharf, London.

*"CybSafe has given our staff the tools they need to **reduce cyber threats.**"*

Carl Bartram, IT Manager,
Ascot Underwriting

*"Getting our staff **full cyber awareness certification** has meant we can increase our cyber resilience and provides a competitive advantage. The course provides **users relatable and engaging content**, accelerating learning."*

Lee Gransby, Head of IT Support,
A-Plan Group

*"Feedback from our staff has been great as the **training is available at a time that is convenient for each individual** - I would recommend CybSafe to anyone."*

Ger Gray, Project Manager,
Gartlan Furey Solicitors

*"Not only does CybSafe educate our employees quickly and effectively, but it has also **started cyber security discussions within our offices.**"*

James Fleming VP, Group IT, Element

*"CybSafe is so **easy to use** and allows us to invest directly in the **personal development of our employees.**"*

Vivek Awasthi, CIO, Currencies Direct

*"Since the introduction of CybSafe, we have had **staff avoid a cyber-attack and prevent breaches.** I would recommend CybSafe to any company or organisation wishing to protect their business."*

Neil Cufley, Director of Operations,
Royal Russell School



Arrange a free demonstration

To see CybSafe in action, arrange a free demonstration by emailing sales@cybsafe.com or by calling us on 020 3909 6913

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