

The Company You Knew has Evolved.

We Secure the Entire Workforce.

Founded in 2010, KnowBe4 pioneered security awareness training (SAT). Many people still think of us as only the SAT global leader, but there is more. KnowBe4 is considerably different in 2026. Our fully agentic platform secures AI agents and humans. A decade of AI innovation, 70,000 global customers, and 15 years of structured user behavior intelligence powers our products spanning attack simulation & training, collaboration security, and agent security.

Evolution — Three Market Leader Eras

2010 – 2018 Security Awareness Training	2019 – 2025 Human Risk Management	2026 – Beyond Digital Workforce Security
THEN The World’s Largest Security Awareness Training And Simulated Phishing Solution	NOW – 2026 The Global Leader in Digital Workforce Security, Securing AI Agents And Humans	
Core Offering Phishing simulations and security awareness training.	Core Offering The KnowBe4 Platform. AI-Native attack simulation and training, collaboration security, and AI agent security — three pillars, one Risk Score.	
AI Capabilities Basic content personalization. AI was a roadmap item, not a delivered capability.	AI Capabilities AI-powered since 2016. Automating simulations, training, and deepfake creation. Custom content generation enabled. Partnered with Synthesia for AI localized video.	
What Gets Protected Organizations through continuous security awareness training.	What Gets Protected Every corner of the workspace - each employee and AI agent, inbound and outbound emails, trusted collaboration tools, shadow AI and autonomous systems.	
How Risk Gets Measured Click rates and training completion were taken into consideration for a Phish-prone Percentage.	How Risk Gets Measured A dynamic Risk Score across 316 behavioral indicators. Board-ready, not just SOC-ready.	
Scale SMB Core market	Scale 70K+ Organizations 1 in 3 U.S. workers trained by KnowBe4	
12 AI defense agents in production today	15+ Years of behavioral data and AI innovation	50+ Patents protecting our AI technology