Erich Kron
Security Awareness Advocate

About Erich Kron

- CISSP, CISSP-ISSAP, MCITP, ITIL v3, etc…

- Former Security Manager for the US Army 2nd Regional Cyber Center – Western Hemisphere

- Former Director of Member Relations and Services for (ISC)^2

- A veteran of IT and Security since the mid 1990's in manufacturing, healthcare and DoD environments

CISSP Certified Information Systems Security Professional

CISSP Certified Information Systems Security Professional
ISSAP Architecture

Microsoft® **CERTIFIED** *IT Professional*

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Agenda

- Why do your customers need New School Security Awareness training?

- What are the challenges?

- How do you integrate SAT offerings with your other offerings?

- Expanding your security business

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The Costs of Breaches and Ransomware Attacks

$133K

- The **average cost** of a ransomware attack on businesses was **$133,000**

- **75%** of companies infected with ransomware were running **up-to-date** endpoint protection

- **34%** of businesses hit with malware took a **week or more** to regain access to their data.

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BEC Attacks Are Growing

CEO Fraud and BEC Caused

$12.5B

In Identified Global Losses
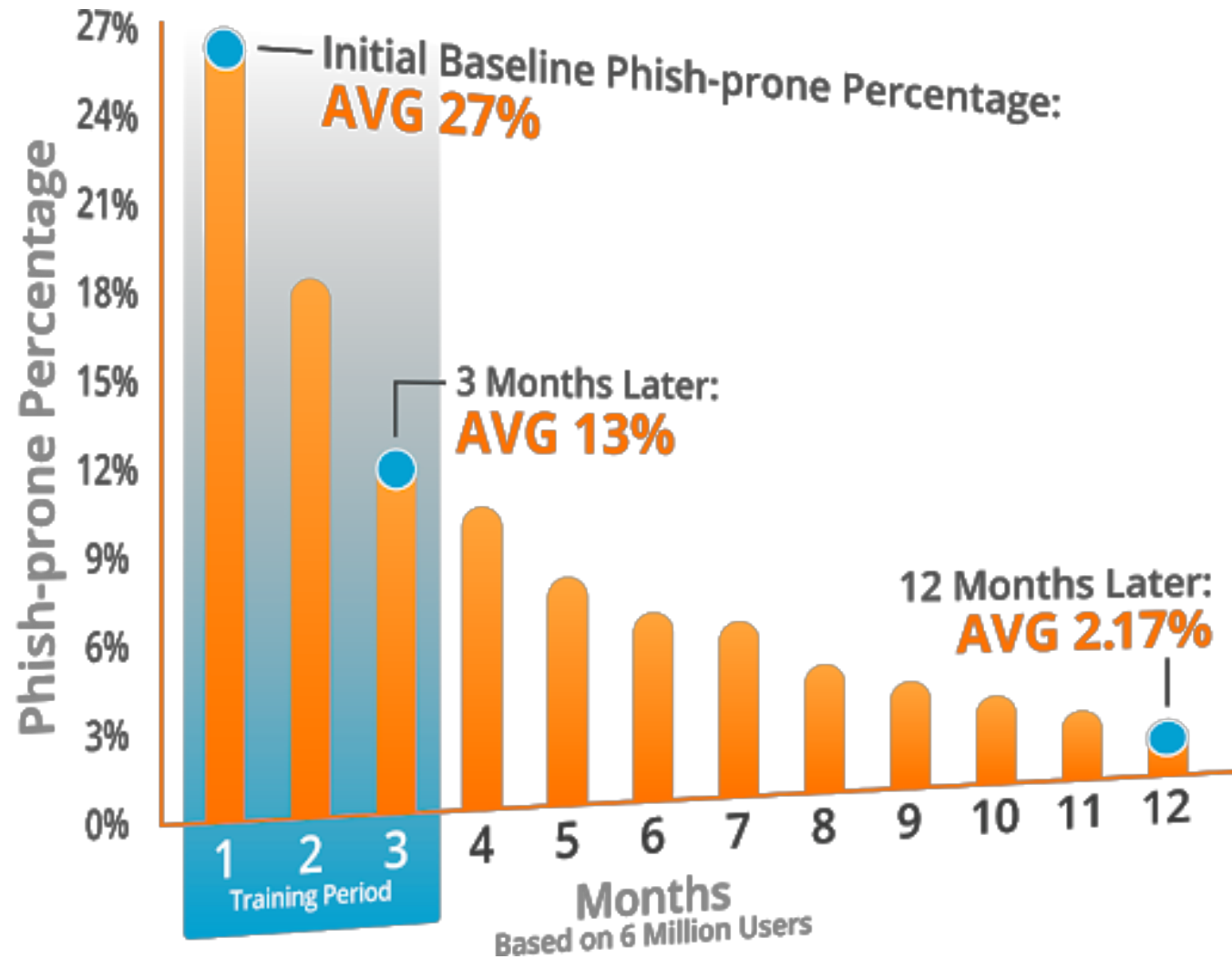
- **Business Email Compromise** (BEC) had a 136% increase in identified global exposed losses between Dec. 2016 and May 2018

- These attacks often contain **no links**, **no attachments** and no spelling or grammar errors.

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Does the Training Work?

Security awareness, coupled with frequent simulated phishing training, will help employees make smarter security decisions, everyday

Phish-prone Percentage

Initial Baseline Phish-prone Percentage:
AVG 27%

3 Months Later:
AVG 13%

12 Months Later:
AVG 2.17%

1 2 3 Training Period
4 5 6 7 8 9 10 11 12
Months
Based on 6 Million Users

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Challenges

- Organizations are spending a huge amount of money on technical "solutions" and the staffing to run them, and still losing the battle

- Technical people, such as the IT staff often severely underestimate how successfully users can be trained to stop the attacks

- Executives are often not provided the right amount and type of information to make an informed decision, especially if highly technical staff is trying to explain a human problem

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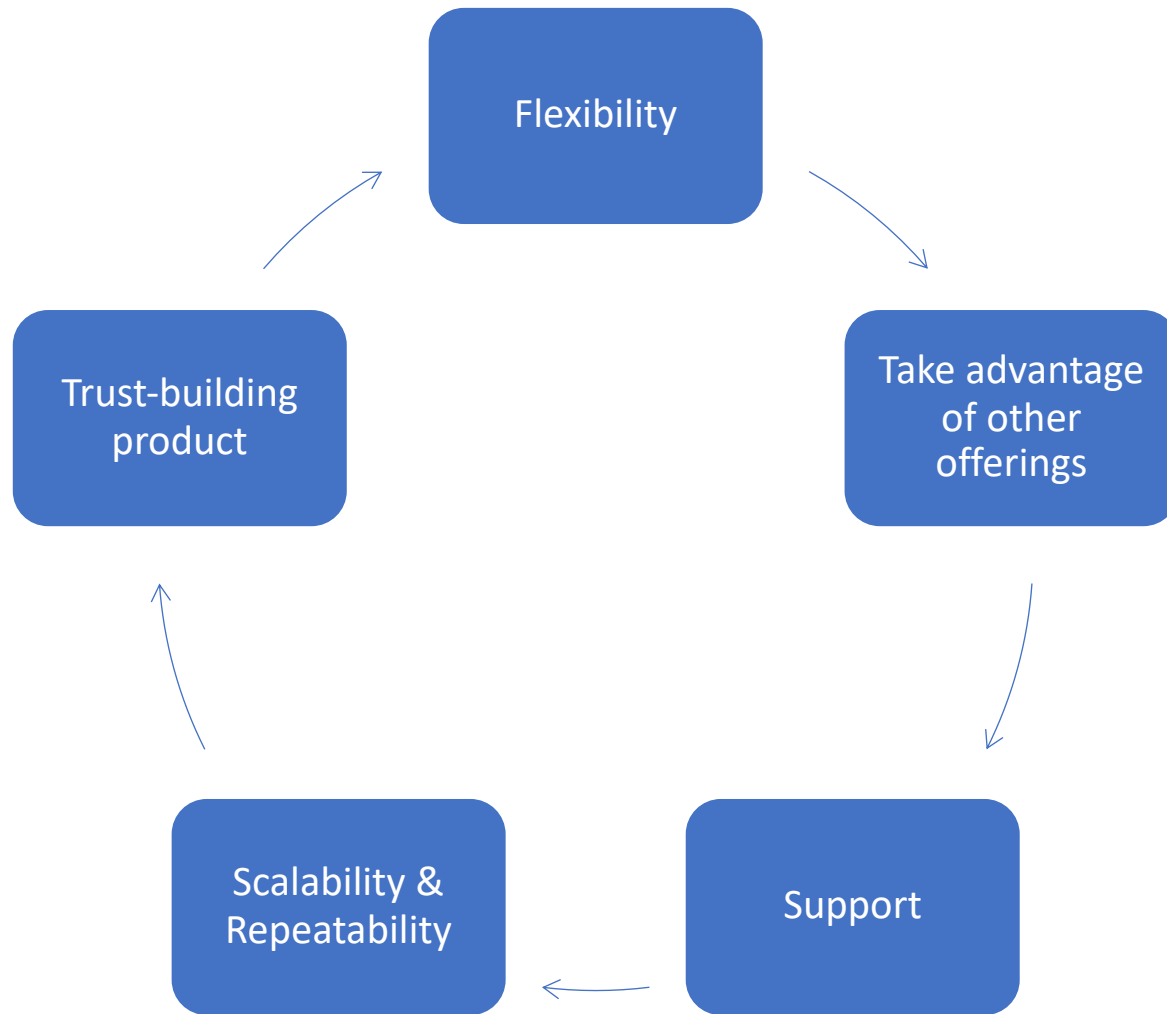- Expanding your security business

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Integrating Security Awareness Training With Other Offerings

- Security, when done correctly, is a layered approach consisting of technical and non-technical controls

- New School Security Awareness Training compliments other controls and is one of the few that helps build a strong organizational security culture

- Having users report phishing attacks, and even integrating with a SIEM, can be a great source of actionable threat intelligence
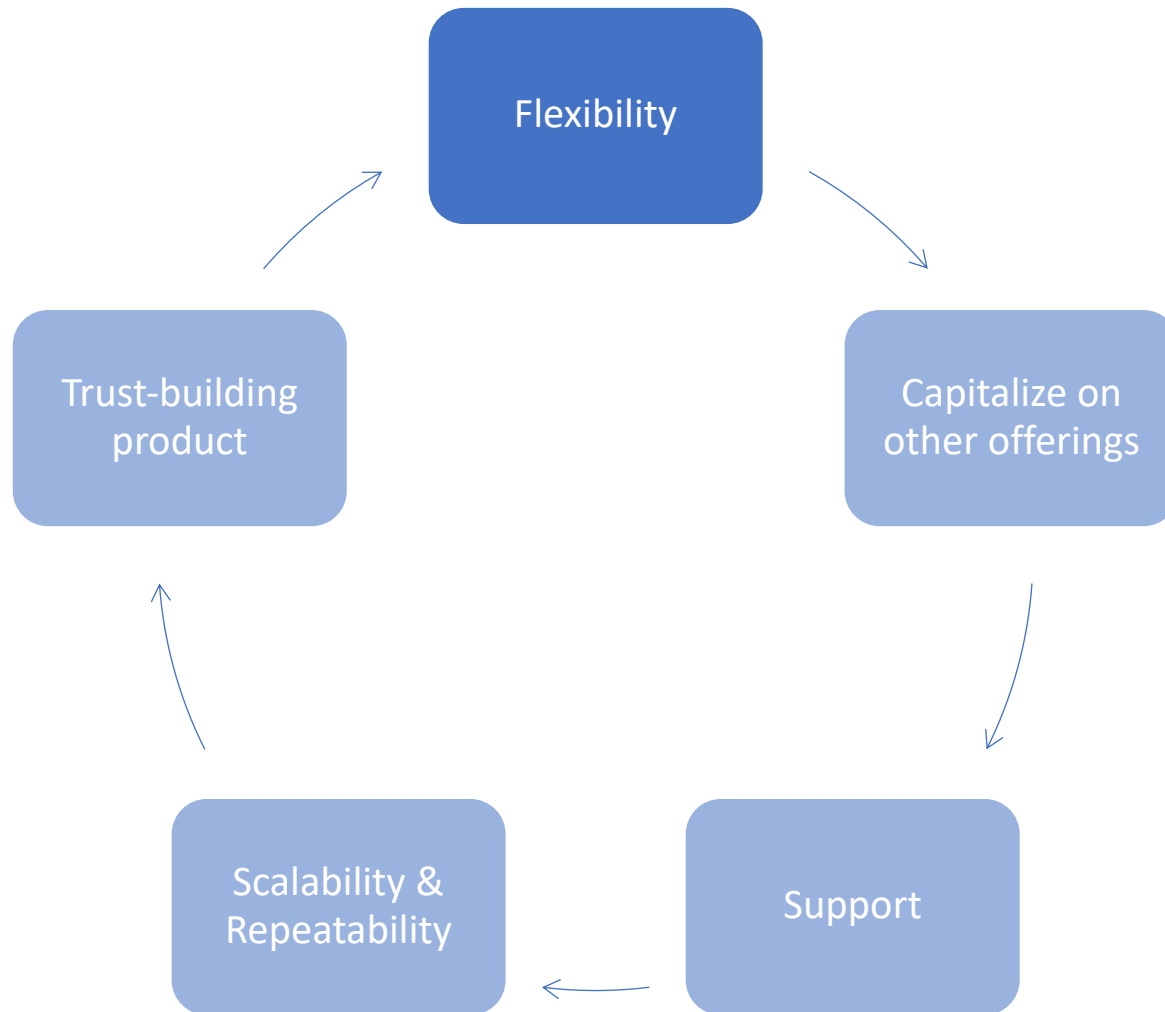
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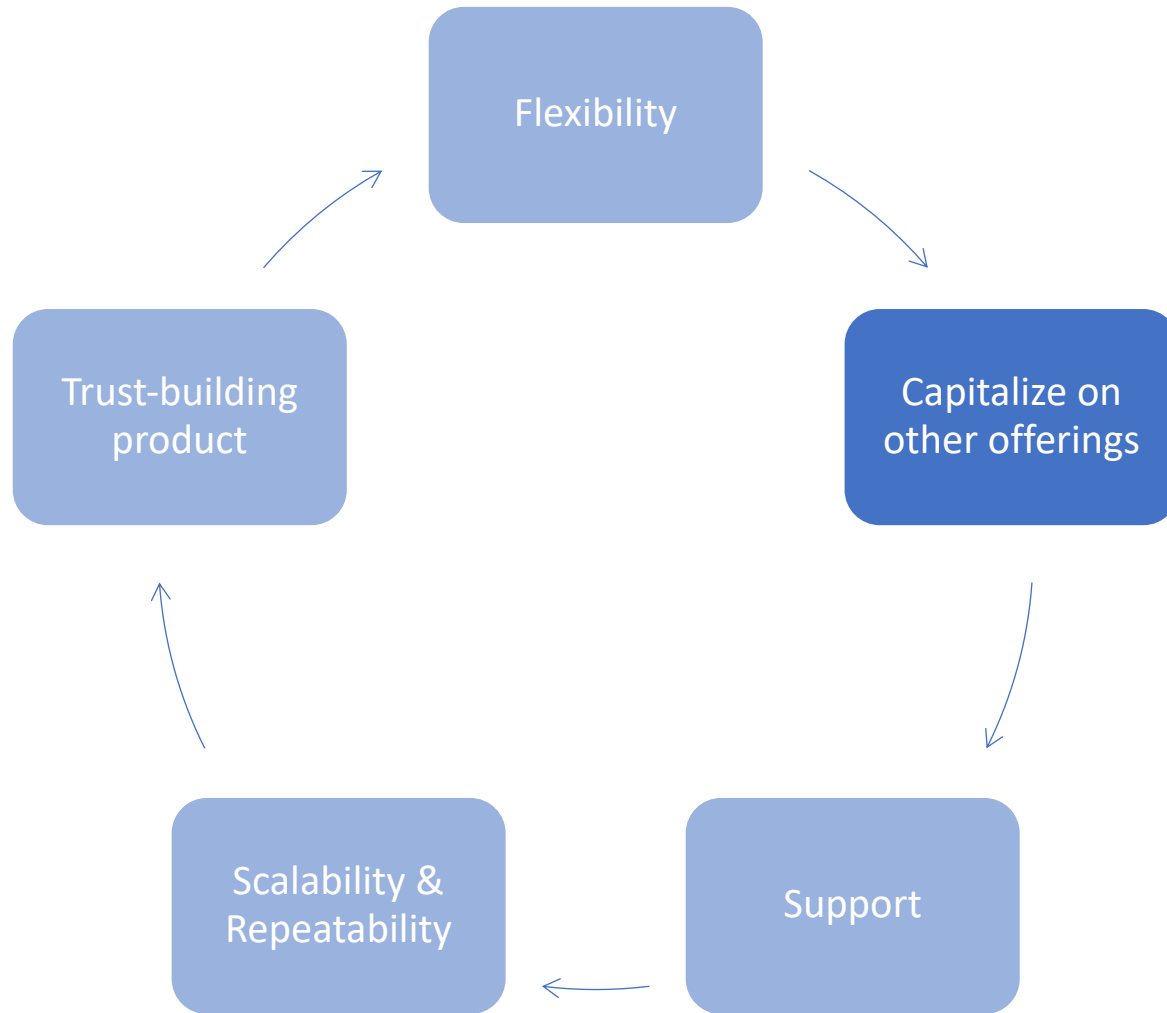
Expanding Your Security Business

Expanding Your Security Business

Flexibility

Capitalize on other offerings

Support

Scalability & Repeatability

Trust-building product

Flexible positioning, free tools and ease of product provide you with a value-add

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Expanding Your Security Business

Flexibility
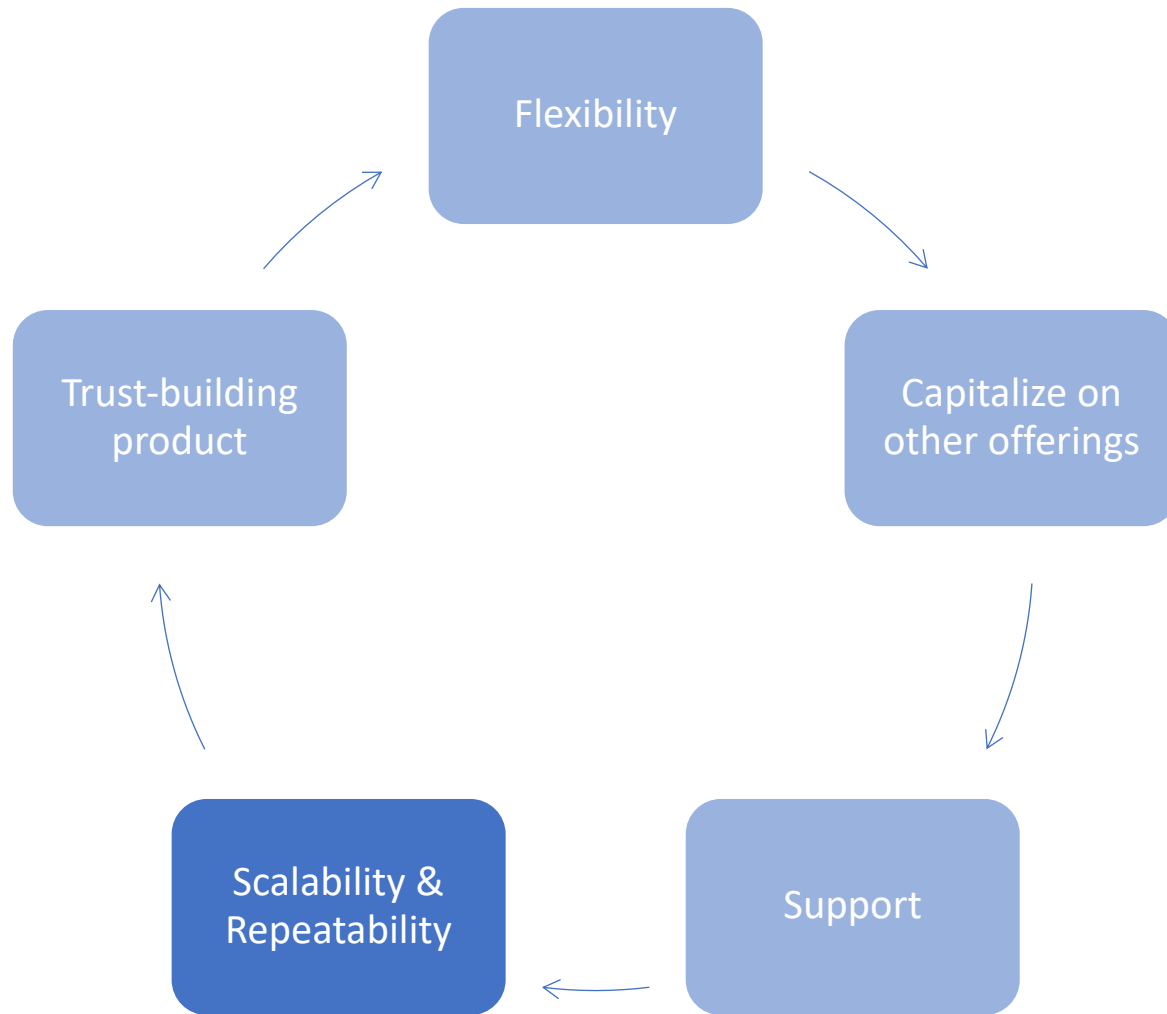
Capitalize on other offerings

Support

Scalability & Repeatability

Trust-building product

Straightforward add-on products to increase your profitability

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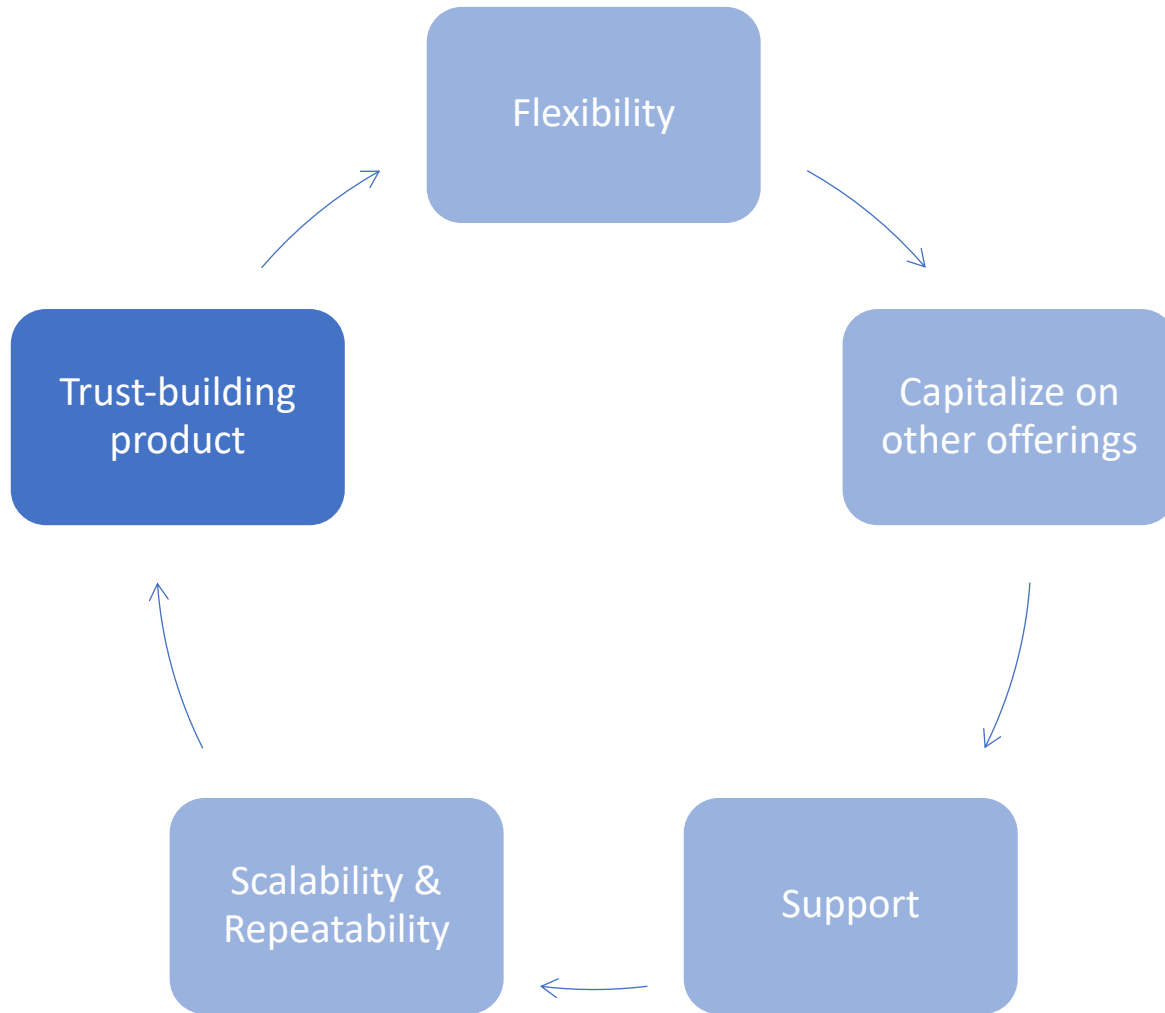
Trust-building product
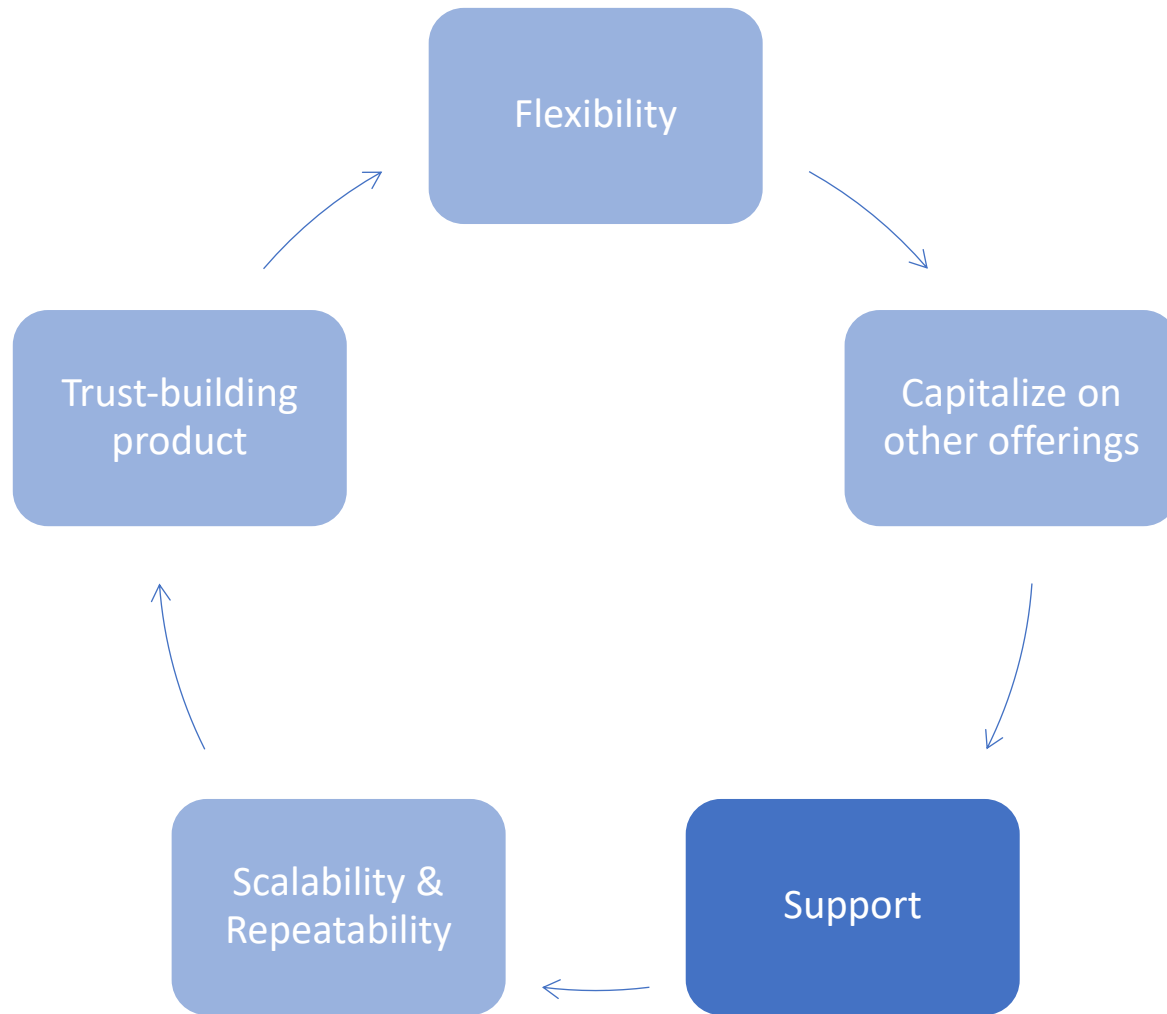
Dedicated support to help

you accelerate your revenue

and delight your customers!

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Support

Scalability & Repeatability

Trust-building product

Simple post-sale

and onboarding to easily

manage clients

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Trust-building product

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Support

Show immediate ROI and build trust to unlock more sales opportunities

Expanding Your Security Business – *Hypergrowth Marketing!*

KnowBe4 Channel Partner Collateral

Resources to help you grow your business and your customer base

Campaigns-in-a-Box

Leverage KnowBe4 campaigns-in-a-box for content, graphics and tools to launch your campaign and generate leads*.

Note: Reach out to your Channel Account Manager for your Unique Tracking URLs. This allows leads that come through to show that you referred them.

- Free IT Security Tools Campaign
  - Phishing Security Test
    - Campaign Content
    - Banners & HTML
  - Email Exposure Check Pro
    - Campaign Content
    - Banners & HTML
  - Password Exposure Test
    - Campaign Content
    - Banners
  - Phishing Reply Test
    - Campaign Content
    - Banners

- White Paper Campaigns
  - Ransomware Hostage Rescue Manual
    - Campaign Content
    - PDF Asset
    - Banners & HTML
  - Phishing By Industry Benchmarking Report
    - Campaign Content
    - PDF Asset
    - HTML
- Getting Started Campaign
  - Campaign Content
  - HTML

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Key Takeaways

- Security awareness training directly addresses the biggest security threat to modern organizations

- The administration of the platform is easy and does not require a senior level employee

- The ROI is extremely high, we just need to get the word out to the organizations

- Scalable security revenue stream with world-class vendor support

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"It's hugely important for ProTech to be able to share with our clients the number of employees that are clicking on a simulated phish, which translates directly to what kind of risk their business is at from a security standpoint. The fact that KnowBe4 can help us convey risk to a client makes ProTech more valuable to our clients."

Brian Baird Director of Security Services, ProTech Systems Group, Inc.

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