

# KnowBe4 SAT:

## Personalized, Relevant and Adaptive Security Awareness Training for Human Risk Management

KnowBe4 SAT combines the industry's most comprehensive security awareness training (SAT) with groundbreaking AI defense agents. Designed to transform your workforce from a vulnerability into your strongest security asset, KnowBe4 SAT is the only AI-powered human risk management (HRM) product backed by 15+ years of threat intelligence and user behavior data.

### Highlights

- ▶ Personalized and engaging content
- ▶ Reduce administrative burden through AI-driven automation
- ▶ Data-driven decision making
- ▶ Quantifiable risk reduction
- ▶ Lasting behavior change and empowered users

### Personalized

Deliver individualized training experiences through AI-driven content recommendations and behavioral profiling that adapts to each user's specific role, risk level, and learning preference.

### Relevant

Provide contextual security training that directly addresses current threat landscapes and actual user behaviors, eliminating generic content in favor of targeted learning that matches real-world security challenges your employees face.

### Adaptive

Continuously evolve your security program through intelligent automation that learns from user interactions, adjusts training based on emerging threats and drives measurable behavior change with insights powered by 15+ years of threat intelligence.

# Why Choose KnowBe4 SAT?

## Automated Program Management

Eliminate the time-consuming manual work of building campaigns, assigning training and followups. SAT handles the execution for you so your team can focus on high-value work and strategic initiatives instead of day-to-day program management.

## Continuous Risk Reduction

Move from periodic campaigns to an always-on system that continuously adapts to user behavior. Instead of reacting after risk appears, you're proactively reducing it every day across your organization.

## Training that Changes Behavior

Deliver security awareness training based on real user behavior, risk levels and mistakes, not generic assignments that get ignored. This makes training more relevant and helps drive lasting behavior change.

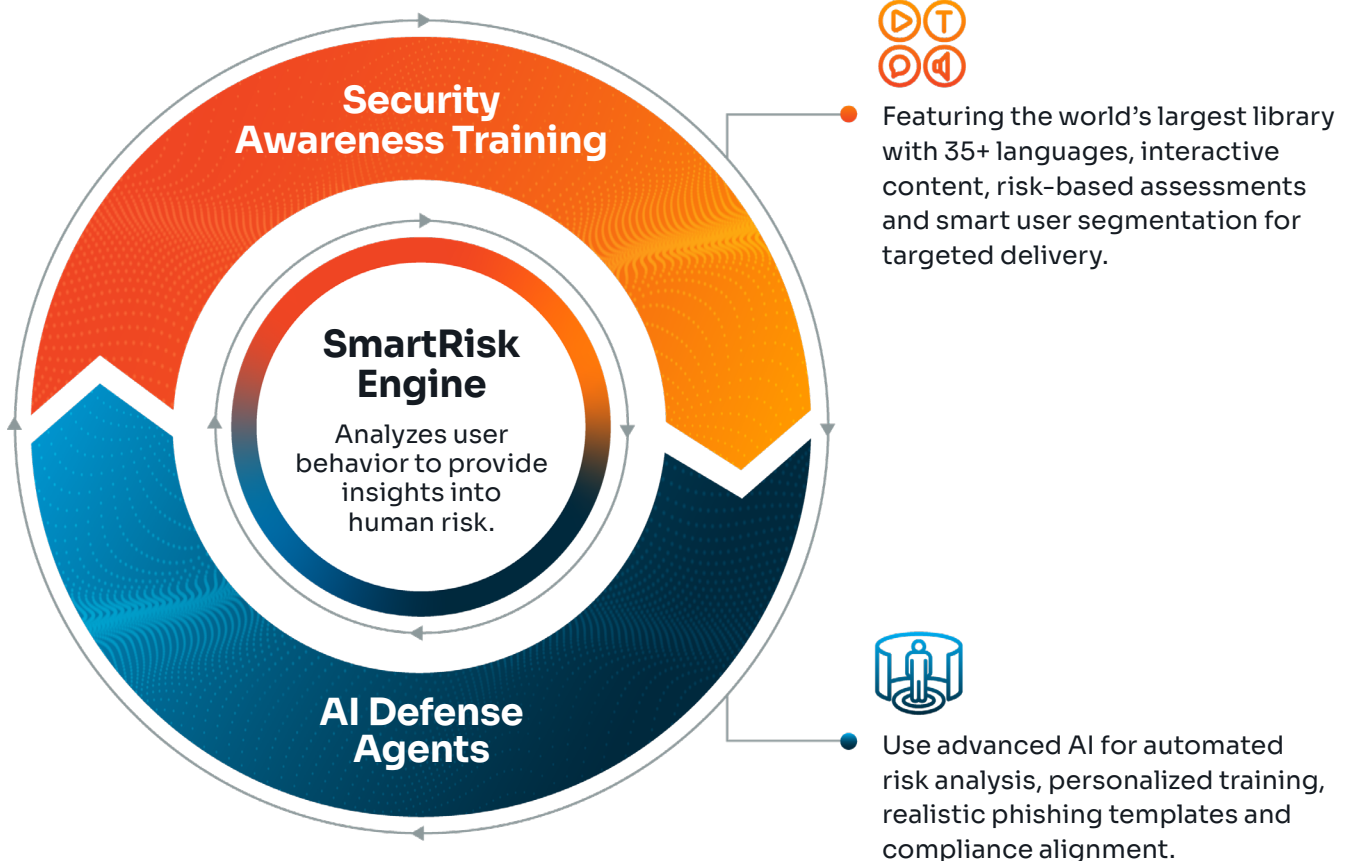
## Real-Time Risk Visibility

Gain a continuously updated view of human risk across users, groups and your entire organization. Clear reporting and dashboards deliver actionable insights that help you make faster, more confident security decisions.

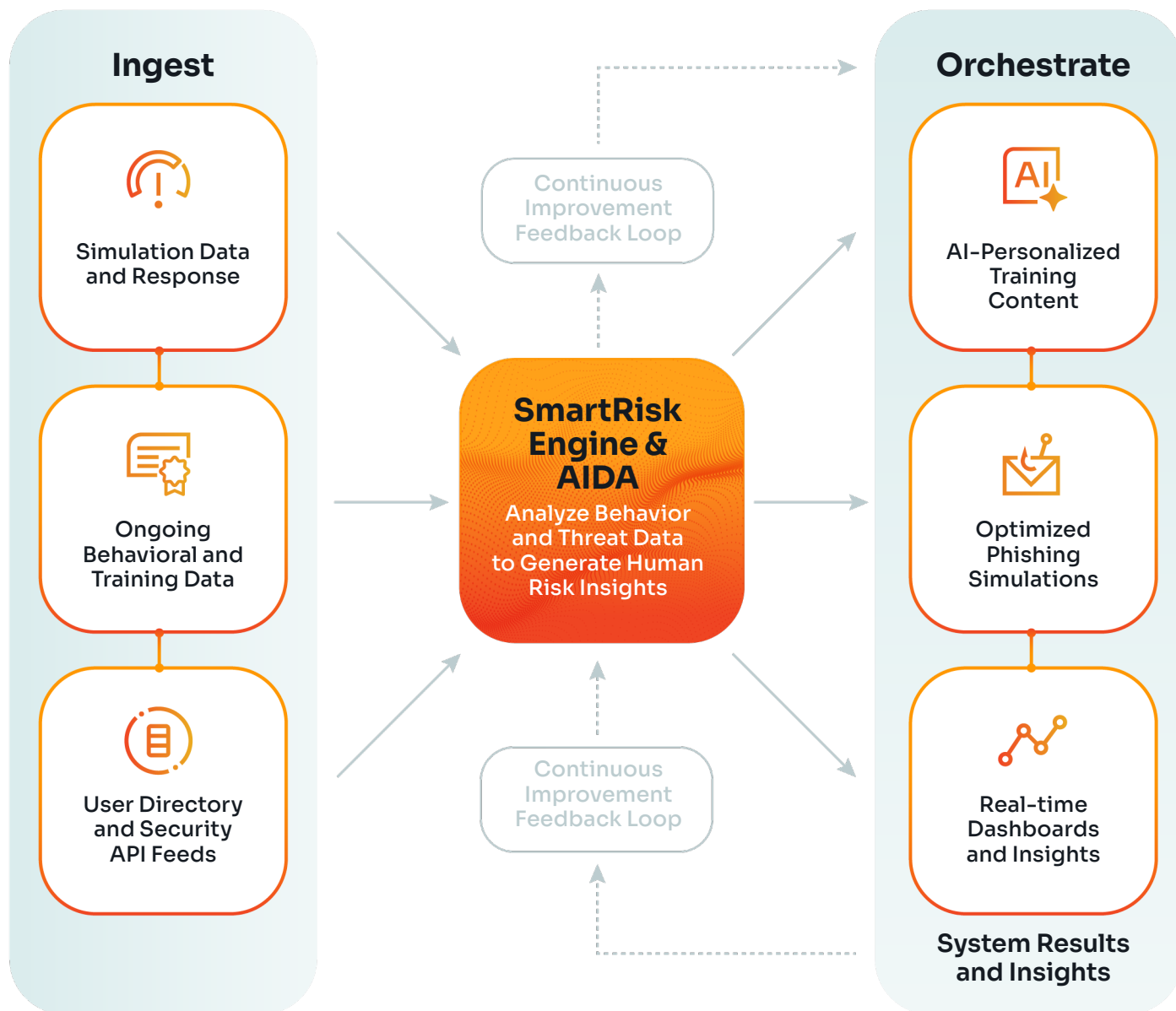
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# How Does KnowBe4 SAT Work?

KnowBe4's SmartRisk Engine analyzes user behavior to provide insights into risk while our AI Defense Agents (AIDA) automate your program, personalize content and create realistic phishing templates. All this creates a continuous improvement cycle that drives lasting behavior change and reduces Phish-prone™ Percentage (PPP), or the percentage of employees likely to click on a phishing link, from an industry average of 33.1% to 4.1% within one year.



## SmartRisk Engine and AIDA



## Use Cases

### Reduce Repeat Incidents

When a user clicks or engages with a phishing simulation, AIDA delivers targeted training that turns mistakes into learning opportunities that help users avoid repeats.

### Scale Your Program

AIDA automates phishing, training and followups across your entire organization, enabling you to easily run and scale sophisticated training programs.

### Identify High-Risk Users

KnowBe4's Risk Score highlights your highest-risk users while providing a clear view of your overall risk posture, helping you prioritize action where it will have the most impact.

### Align Training to Evolving Threats

AIDA continuously adapts simulations and training based on new threats and user behavior meaning your training stays relevant without constant manual updates.

# AI Defense Agents

Revolutionize human risk management through KnowBe4's suite of advanced AI agents that manage and monitor your security awareness training.



## Orchestration Agent

Fully automates program administration with an "always-on," goal-driven approach. This agent continuously assesses risk to automatically create and schedule individualized phishing tests and training campaigns, eliminating campaign-based management in favor of continuous, personalized security awareness at scale.



## Policy Quiz Agent

Ensures organization security and compliance alignment by generating intelligent quizzes based on your specific policies.



## Knowledge Refresher Agent

Delivers timely, bite-sized refreshers at optimal intervals to combat the forgetting curve.



## Recommended Landing Pages Agent

Automatically suggests contextually appropriate landing pages for phishing templates to reinforce learning.



## Deepfake Training Content Agent

Generates custom deepfake training content featuring a leader from your own organization.



## Custom SAPA Agent

Creates custom Security Awareness Proficiency Assessments tailored to your organization's unique environment.



## Remedial Training Agent

Assigns targeted training to users when they fail a simulated phishing test.



## Ongoing Training Agent

Automatically assigns personalized training to users to address specific knowledge gaps and reduce organizational risk.



## Phishing Agent

Autonomously creates, customizes and delivers simulated phishing attacks tailored to each user's role, risk profile and past interactions.



## Template Generation Agent

Leverages generative AI to create highly realistic email templates mirroring current attack vectors while basing social engineering indicators on the NIST Phish Scale Framework.



## Callback Template Generation Agent

Generates templates specifically for callback phishing attack vectors that combine phishing and vishing techniques.



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