**CASE STUDY** 

Censia and KnowBe4: Tackling Security Awareness and Protecting Data

<u>Censia</u>, a San Francisco Bay Area-based organization with approximately 70 employees, is in both the people and technology business.

Censia's Al-based talent intelligence platform helps organizations find the talent most likely to succeed while reducing bias. Because of the nature of Censia's work with recruitment and client data, it's critical that employees understand cybersecurity risk and the threat that risk poses to the organization's primary asset—its data.

Terry Gotowka, Censia's Vice President of Customer Support and Security Operations, implemented KnowBe4's Kevin Mitnick Security Awareness Training in 2020. He understood the importance of having a program in place.

"Our data is everything—without it, we don't have a product, so securing it is an absolute priority that starts with training our people. KnowBe4 is the best at helping us do so," Gotowka says.

Today, Gotowka runs a thriving security awareness training program and regularly tests his growing employee base on their knowledge. He's responsible for forging a long-term and forward-looking relationship with KnowBe4, which continues to impress him with new products like **PhishER** and feature enhancements such as PhishFlip.

"I know KnowBe4, and they know me. It's been a great working relationship," he says.

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# Censia

## Industry

Technology

## Headquarters

San Francisco, California

## Challenge

Prepare for industry certifications by improving employee understanding and reporting of cyber threats

## **Success by the Numbers**

- Employee Phish-prone Percentage dropped from 17% to 10% as employees were given more challenging simulated phishing emails
- Employee reporting of suspicious emails increased via the use of the Phish Alert Button
- PhishER's automatic analysis of potential phishing emails reduces the need to hire more staff
- Robust dashboard within the KnowBe4 security awareness training platform makes reporting to management simple and quick

#### Leaning on KnowBe4

Censia brought in a security consultant to help them understand the multi-year preparation for ISO 27001. The consultant recommended educating employees about cyber threats they could be targeted by, namely phishing attempts.

Gotowka, who had recently added Censia's security operations responsibilities to his role, looked into KnowBe4 and liked what he found. He quickly brought on KnowBe4's training and simulated phishing platform and immediately responded to his ability to not only train but test employees.

"I wanted to be able to keep our employees on their toes concerning threats coming at them, and KnowBe4 made that very simple," he says.

Censia's customer success manager (CSM) at KnowBe4 helped Gotowka learn the ropes and soon became a regular resource that helped him take full advantage of KnowBe4's security awareness training platform.

"Our CSM was awesome! She watched our account and flagged new things for me to try or test out," Gotowka says. "She wasn't just there to answer questions – she treated Censia's security awareness training program like it was her own."

Gotowka immediately responded to the fact that the KnowBe4 platform was easy to manage and has very strong reporting and dashboard capabilities.

"KnowBe4 was exactly what we were looking for," he says.

#### **Building a Security Culture**

Gotowka has established a regular training and testing cadence for the growing employee base. He schedules at least two trainings per quarter and runs a phishing campaign every three weeks. When employees mistakenly click on a phishing test, they are automatically assigned to take a more advanced training course to help them sharpen their skills.

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It turns out no one is exempt from falling for KnowBe4's realistic phishing tests. At the end of 2022, Censia ran a topical phishing campaign that referenced W2's and other tax documents that employees would normally expect at the end of the year.

"I was in a rush, checking email from my phone and I clicked," Gotowka says "I had to take an advanced phishing training module as a result, which I was happy to do to show all employees just how easy it is to click on the wrong thing."

Since deploying KnowBe4's training and phishing platform, Gotowka has watched employees' Phishprone™ Percentage (PPP), or the likelihood that employees will click on a phishing link, drop from 17% to less than 10%.

"As their skills improve, we test them with messages that are even harder to identify," he says.

And, as Censia employees have gotten better at identifying threats, Gotowka has been grateful for the addition of PhishER, KnowBe4's lightweight security orchestration, automation and response platform. Censia uses the Phish Alert Button (PAB) to give employees a small "phish hook" icon installed in the ribbon on their inbox. The PAB integrates with PhishER; when users see an email they suspect to either be a real threat or a phishing test, they click the PAB, instantly sending the message to PhishER. PhishER then automatically identifies if the message is a real threat, spam or clean.

"PhishER saves me a ton of time," Gotowka says.

More than half the emails reported through the PAB have been automatically analyzed by PhishER's AI to identify if they are real threats or not. If they are, Gotowka has his system configured to immediately remove the threatening email from any other inboxes across the organization.

"Without PhishER, I'd have to hire more team members because it would simply be too much for me to manage myself," he says.

### A Strong Partnership and a Bright Future

Gotowka says he has found a true partner in KnowBe4.

"KnowBe4 listens to me. They know I'm in the thick of this work and want to know what I think of the features," he says. "They ask me what would be more helpful. You don't find partners like that very often."

Gotowka knows firsthand how quickly things come up or change inside the cybersecurity industry.

"This work is dynamic and, thankfully, KnowBe4 is too," Gotowka says. "No matter the shifts and changes that we bump into, I know I have a partner and the tools that will pivot with me."

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