knowbe4

Case Study

How Ideagen Sharpens Their Security Stance While Lowering Human Risk with KnowBe4

Ideagen

Industry	Headquarters
Software Development	Nottinghamshire, United Kingdom

Challenge

Maintaining a strong security culture amid rapid global growth

M&A is one of the fastest ways for any business to grow. While they lead to a bigger footprint, they can also pose enormous security challenges and introduce risks.

Ideagen understands risk well. The global compliance software company helps regulated organizations manage health, safety, risk, quality and audit requirements. Headquartered in the United Kingdom, Ideagen operates offices across the U.S., Australia and EMEA, supporting over 18,000 customers.

As Ideagen grew through a series of acquisitions, Vice President of Cybersecurity Josh Monk sought to strengthen the company's security culture and reduce human risk across their global workforce. His goal was to ensure employees in every region had the same level of awareness and readiness, regardless of their business unit or department.

At a Glance

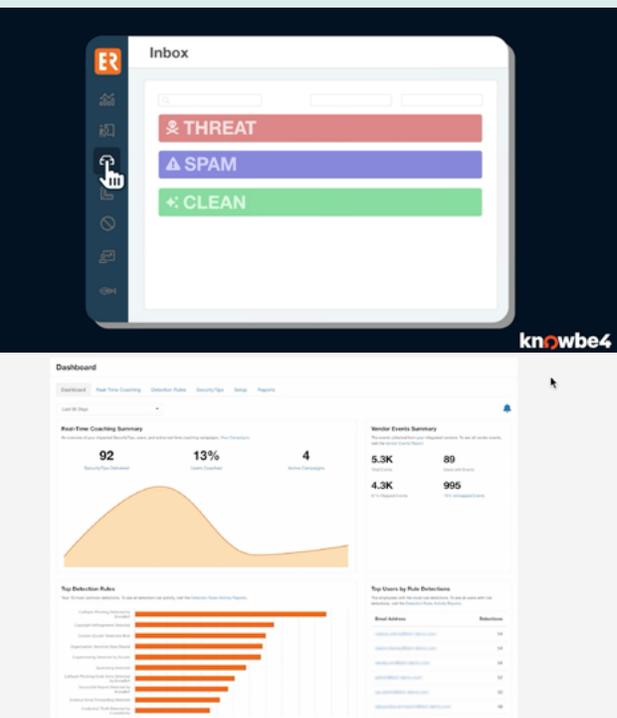▶ Improved detection and visibility through targeted campaigns

▶ Saved several hours per day with centralized management

▶ Strengthened security culture and awareness across newly acquired teams

Fresh Security Challenges Around Every Corner

Every acquisition introduces new systems, email domains and different security levels. It also attractes cybercriminals.

"There's been a trend of post-acquisition attempts," Monk says. "You will notice targeted phishing attacks asking for credentials or bank account details while teams are still being integrated."

Ideagen needed a way to unify training during transitions, streamline response management and ensure all teams share common security knowledge.

Investing in People with a Unified Platform

Ideagen partnered with KnowBe4 to implement Security Awareness Training and PhishER. Their positive experience led them to turn once again to KnowBe4 to deepen their security posture. The team added SecurityCoach and Compliance Plus, creating a single, centralized framework for training, visibility and response:

- PhishER Plus provides the cybersecurity team with a **centralized point for phishing response**, critical for an organization with multiple email domains and systems. The global block list and machine learning capabilities make it easier to keep up with the number of suspicious email reports and gives the team a clear path to action — fewer decisions required.

- Compliance Plus **ensures team members can address specific compliance requirements in one place** instead of "jumping around" from one system to another.

- SecurityCoach provides a summary of coaching campaigns, detection rules and detected security events along with a comprehensive, centralized risk score across monitored platforms. It also offers **user-specific feedback and reminders to help keep security top of mind** for everyone.

Together, these tools deliver a scalable and consistent approach to security. Meanwhile, Ideagen's cybersecurity team can maintain visibility across newly acquired teams while freeing time for higher-value work.

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AI Automation Saves Time and Increases Visibility

Since adopting more products within the KnowBe4 platform, Ideagen has seen measurable improvements in efficiency and awareness. Managing phishing reports from a single location through PhishER saves the team several hours each day compared to switching between disconnected tools.

"The big thing about KnowBe4 is that you don't have to be quite so hands-on with administration," Monk says. "It's much more about managing it and letting it run for a period of time rather than having to manually launch new campaigns every month."

The platform has also highlighted risks that may have previously flown under the radar. After their latest acquisition, Ideagen's Phish-prone™ Percentage (the likelihood of users clicking on phishing emails) went from 5.5% to around 9%, a change Monk attributes not to decreased performance but to stronger visibility.

"What we're generally seeing is that we're still below the industry average, so we're feeling more comfortable," he says. KnowBe4 helps Ideagen address those vulnerabilities, and as they onboard and train each new team, their Phish-prone™ Percentage trends downward.

The instantaneous and targeted feedback from SecurityCoach has also helped employees respond faster and with greater confidence. This real-time reinforcement helps users learn from simulated or real phishing attempts, making them less likely to repeat the same mistake.

Next on the agenda is implementing Artificial Intelligence Defense Agents (AIDA), which incorporates multiple AI technologies to create personalized and adaptive training opportunities.

"We need to rapidly respond to the environment around us and empower our users as quickly as possible. Having AIDA support us with this dramatically reduces the risk of bottlenecks," Monk

says, adding that using AI will help the company better defend against AI-powered attacks.

Together, these improvements have reduced the administrative workload, allowing the cybersecurity team to focus more on strategic initiatives and less on manual monitoring.

Preparing Employees for Anything

Ideagen's partnership with KnowBe4 remains a cornerstone of their security strategy. Monk views the platform as essential to maintaining consistency and preparedness across regions as circumstances evolve.

"With every acquisition, we're bringing more people into a culture where security is front of mind," he says. "The more visibility we have, the better prepared we are to identify risks before they turn into incidents."

By focusing on education, visibility and consistent reinforcement, Ideagen is building a workforce where security is a part of every decision, every day.

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