

## Case Study

# Building a Global Security Culture with KnowBe4



## Industry

Mining (Manufacturing)

## Location

United Kingdom

## Challenge

Build a global cybersecurity culture across a diverse workforce, while stopping phishing and email threats.

## Products

KnowBe4 Security Awareness Training (SAT) and Defend™

Endeavour Mining, one of the world's leading gold producers and the largest in West Africa, faced the challenge of protecting a large, globally distributed workforce from cyber threats. With valuable resources at stake, it became essential to strengthen both technical defences and employee awareness.

The company's leadership recognised that cybersecurity resilience goes beyond technology — it requires a culture where every employee plays an active role in defence. "We needed to bring a global way of approaching cybersecurity education into the organisation, as well as a strong email defence strategy that makes sense to all employees, regardless of geography," says Alexis Ternoy, Endeavour's Chief Information Officer.

## At a Glance

- ▶ Phish-prone™ Percentage dropped from 13% to 8%, vs. 20% industry average
- ▶ More than 10 million emails scanned annually with Defend; 20,000 flagged suspicious, 4,000 blocked as dangerous
- ▶ Zero successful phishing/malware cybersecurity events since working with KnowBe4
- ▶ Campaign build time reduced from months to one week through automation
- ▶ Security culture strengthened: employees actively discuss phishing tests and banners internally



## Choosing the Right Partner

Already working with multiple providers for security awareness training (SAT) and cloud email security (CES), the company recognised the need for change to better protect its data and assets. On the ground, existing tools for phishing simulations were difficult to use and required months of manual work to prepare a single campaign. “Our security set-up was somewhat fragmented across different providers, which made it less efficient than it could be,” Ternoy says.

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Alexis Ternoy, Chief Information Officer, Endeavour Mining

After evaluating several products, the company selected KnowBe4’s combined SAT and Defend™ cloud email security platform. This unified approach enabled streamlined awareness campaigns and stronger email protection under a single partner.

Quarterly training and phishing simulations, supported by additional targeted sessions where needed, helped raise awareness and accountability across the workforce. Automation replaced previously manual, time-consuming processes, freeing the security team to focus on strategic priorities.

“KnowBe4’s biggest competitive advantage is the combination of Defend and SAT working together as one human risk management platform. We can train and test our users and also detect sophisticated phishing emails – all with one partner,” Ternoy says. “KnowBe4 is the kind of offering where we wanted a single platform to consolidate.”

The results have been dramatic. The company’s Phish-prone™ Percentage (PPP), the likelihood that a user will click on a phishing link, started at 13% under its previous provider. Today, with KnowBe4, company-wide campaigns average 8%, far below the 20% industry average for manufacturing, the category under which mining falls.

“Training and testing campaigns that used to take us months to build and distribute now take a week with KnowBe4,” says Cezar Marin, Endeavour’s Information Security Lead. “And the best part is that KnowBe4 runs on its own. I just check in periodically. The system handles the rest.”

Over the course of a year, millions of emails were processed, with thousands flagged or blocked as potential threats. Most importantly, no successful phishing or malware incidents occurred during the contract period, despite frequent attempts.

Ternoy also began to see the security culture he wanted to build: employees started competing with one another and talking about their role in protecting the business.

“Having people talk about cybersecurity around the office is a huge win for me,” Ternoy says.

## Continued Leadership and Partnership

The company’s cultural shift has been reinforced by leadership, with executives actively championing cybersecurity initiatives. This support positioned cyber resilience as a business issue, not just a technical one.



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Cezar Marin, Endeavour’s Information Security Lead, Endeavour Mining

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“KnowBe4 gives us ready-made information like risk metrics and phishing susceptibility. We can lift and shift that straight into leadership presentations instead of building reports from scratch,” Marin says. “It’s a huge time saver.”

Beyond leadership alignment, the partnership with KnowBe4 has allowed the company to simplify its vendor landscape. “We see the platform working, we see positive impact, and we know KnowBe4 has more modules we can add if we need them,” Ternoy says. “Being able to consolidate more under a trusted partner is a huge benefit.”

## The Road Ahead

Looking forward, the company plans to expand its training programme by leveraging more of the KnowBe4 subscription.

“The ModStore is full of great assets that we can use immediately, and I’m eager to train with The Inside Man video series,” Ternoy says.

The team is also preparing to launch role-based training tailored to job functions. “A finance executive faces different threats than someone in the supply chain. We want to customise training to make it as relevant as possible to each user, and KnowBe4 allows us to do just that,” Marin says.

The journey is ongoing, but the combination of SAT and Defend has already delivered measurable results, from reduced phishing risk to a stronger security culture.

“KnowBe4 helps us turn every user into part of our cyber defense. It’s not just a vendor. It’s a culture change agent,” Ternoy says.



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