



Case Study

Global Security Awareness Reinvented:

Ferrari Group's Strategic Approach with KnowBe4



Industry

Secure Logistics for Luxury Goods

Global Reach

25+ Countries
1,600+ Users

Challenge

Delivering multilingual, scalable security awareness training and increasing phishing awareness

For more than four decades, [Ferrari Group](#) has provided seamless, high-value logistics solutions for the luxury goods sector, specializing in the shipment, storage and security of jewelry and precious items. Operating across more than 25 countries, Ferrari Group manages a workforce that spans a variety of regions and languages. With 1,600 employees in need of security awareness training (SAT), the organization faced a significant challenge in delivering standardized, multilingual SAT across its global network. Recognizing the need for a comprehensive cybersecurity culture, Chief Information Security Officer (CISO) Andrea Succi turned to KnowBe4.

Raising Awareness and Standardizing Security Training Globally

Ferrari Group previously relied on infrequent phishing simulations and training sessions conducted annually and via video calls in only a few languages. This approach left many employees without accessible, practical training in their native tongue.

“Before, security awareness training was limited to English, French and Italian,” Succi explains. “The issue is that we have employees in China, Korea, Spain and a host of other countries. The inability to deliver training they could understand and interact with left us with a large gap.”

At a Glance

- ▶ Reporting of suspicious email increased tenfold (1.3% to 14.2%)
- ▶ Security awareness training completion rate reached 80% globally
- ▶ Phish-prone™ Percentage dropped from 31.3% to 11.4%, due in large part to multilingual training support
- ▶ Consolidated compliance and security training across departments
- ▶ Automated onboarding integrates security training from day one



Additionally, training sessions were long—often an hour or more—making engagement and retention difficult. “I wanted training that was frequent but short, impactful and accessible from anywhere—on mobile or desktop—and in all the languages we needed,” Succi continued. “I had worked with KnowBe4 in the past and knew that the platform could give us what we needed.”

“Being able to consolidate all compliance-related training into the KnowBe4 platform has reduced administrative complexity and improved completion rates significantly.”

Andrea Succi, Chief Information Security Officer,
Ferrari Group

Unifying Cybersecurity: Security Awareness, Compliance and Real-Time Coaching

In July 2024, Ferrari Group deployed KnowBe4’s [Security Awareness Training](#), along with [Compliance Plus](#) for broader regulatory training and [SecurityCoach](#) to reinforce security training while creating a feedback loop for any risky behaviors. Within months, Succi saw measurable security improvements within the workforce.

KnowBe4’s Compliance Plus provided Ferrari Group with a centralized hub for regulatory and compliance training, ensuring that employees across different regions remained up to date on legal and ethical standards. This was particularly valuable for HR, legal and environmental, social and governance (ESG) teams, which could now manage all training in a single, easily trackable platform. “Being able to consolidate all compliance-related training into the KnowBe4 platform has reduced administrative complexity and improved completion rates significantly,” Succi says.

While Ferrari Group’s technology stack does not yet allow for full integration, the team is using SecurityCoach to issue automated reminders for incomplete training. “At a previous company, we struggled to reach 60% completion. With KnowBe4, we’ve already reached 80% training completion, and we’re only getting started,” Succi says.

A Measurable Shift in Security Awareness

Succi conducted a baseline phishing simulation across Ferrari Group to assess how often employees would click on a bad link, a metric KnowBe4 calls the Phish-prone™ Percentage (PPP). Initially, 31.3% of employees clicked, with 14.5% of employees even submitting credentials.

However, after just a few months of monthly KnowBe4 training and simulated phishing tests every three months, the organization's PPP dropped from 31.3% to just 11.4%. "Seeing the click rate drop so significantly was a major win for us," Succi says. "Even better, employees now understand what phishing looks like and are much more proactive about reporting."

Reporting suspicious emails has skyrocketed, thanks to KnowBe4's Phish Alert Button, an icon inside the email client that lets users forward email threats directly to the security team for analysis. Before implementation, only 1.3% of employees reported suspected phishing emails, but today that number has increased to 14.2%, with many reports coming within the first hour of receipt. "Now, with KnowBe4, employees are flagging phishing attempts through the [Phish Alert Button](#) almost immediately. This speed and awareness gives us a real defensive edge," Succi says.

"KnowBe4 is not just security training—it's a strategic product that helps us build a culture of security and compliance across our global enterprise"

Andrea Succi, Chief Information Security Officer,
Ferrari Group

Strengthening Security Culture Across Borders

Beyond phishing simulations, KnowBe4 has transformed Ferrari Group's approach to SAT. Employees now complete shorter, more engaging training sessions tailored to their region and language. With KnowBe4 offering training in nearly 34 languages, employees no longer struggle to understand security risks due to language barriers. "KnowBe4's language localization has made a massive difference in engagement and comprehension," Succi says. "For the first time, we can ensure that nearly every employee receives training in their native language. That's huge," Succi says.

KnowBe4 has also helped improve strategic cooperation between departments. Cybersecurity, HR, Legal and ESG teams now work collaboratively, ensuring that security and compliance training is seamlessly integrated into the broader organizational strategy. "The fact that KnowBe4 supports multiple teams within the organization is a very big benefit. KnowBe4 is not just security training—it's a strategic product that helps us build a culture of security and compliance across our global enterprise," Succi says.

Looking Ahead

Ferrari Group plans to expand its use of SecurityCoach and further refine its training campaigns, tailoring content to specific teams and risk levels. "We've only scratched the surface of what KnowBe4 can do," Succi says. "As we continue adjusting our approach, we expect to see even greater improvements in security awareness, engagement and compliance."

KnowBe4

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