

# Intamin Drops Phish-prone™ Percentage by 92% with KnowBe4

If you've ever floated above the treetops on a ferris wheel, felt your stomach drop on a free-fall tower, or traveled on an inverted coaster, there's a good chance Intamin was involved.

Intamin is a pioneer in the amusement industry and a leading supplier of roller coasters as well as many other rides.

## INTAMIN

### Industry

Machinery  
Manufacturing

### Location

Schaan,  
Liechtenstein

### Challenge

Proactively mitigating emerging industry threats with a strong, robust security culture

## At a Glance

- ▶ 92% decrease in Phish-prone™ Percentage
- ▶ Lowered security risk from high to below the industry average within months
- ▶ Improved governance and employee understanding after using organization-specific content



Intamin currently holds 19 world records, including one for the fastest roller coaster in the world, Formula Rossa. Currently, they are constructing the fastest, longest and highest coaster in the world, Falcon's Flight.

Maintaining this level of innovation for the world's biggest thrill seekers requires speed and agility, and it begins by safeguarding against external threats.

## Preparing for the Next Big Drop

The Intamin IT team oversees all critical security functions across eight offices in three countries. They regularly check firewalls, network switches and user behavior while monitoring email activity. They were ticking all the boxes, but a continuously changing security landscape led CIO Pascal M. Berlinger to want to elevate Intamin's security standard so they would be ready if and when an attack occurred.

"When you read the newspaper and talk to other CIOs, you realize what a risky state everyone is in. We needed to bring a better security product to our users so they could also understand what's going on out there," Pascal says.

Raising security awareness wasn't just about educating their entire employee base. It was also about upskilling and training their IT team, some of whom had been with Intamin for many years and weren't up-to-date on the latest threats.

The only way to stay ahead of threats and provide a safe space for employees to innovate was to increase security awareness and implement industry best practices. Only then could everyone rest easy knowing they were taking the right steps to avoid security risks that might compromise their work.

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Pascal M. Berlinger, CIO, Intamin

## A Vetted Partner Puts Intamin on the Fast Track

Intamin was searching for the best all-in-one platform for security awareness training, phishing defense and cloud email protection. They specifically wanted something that was both easy to handle and simple to implement across multiple offices and locations.

KnowBe4 was both. It also didn’t come with unnecessary bloatware or overwhelm users with complex graphics and confusing language.

The onboarding process was quick and straightforward. KnowBe4 helped the Intamin team set up campaigns and landing pages so they were ready to hit the ground running with numerous features within the KnowBe4 platform.

“Every feature is really helpful and brings us more visibility about our security policy,” Pascal says. “KnowBe4 runs smoothly, there’s a helping hand, and it feels like we’re working with friends.”

## Reducing Risk and Improving Governance

To assess the company’s existing security culture, Pascal worked alongside the KnowBe4 team to

conduct a [Phishing Security Test](#) to determine the percentage of employees susceptible to phishing attacks.

Their initial Phish-prone™ Percentage exceeded 50%, sparking org-wide action. The KnowBe4 team helped Intamin create additional training courses and internal resources, all of which were uploaded as custom content through [KnowBe4 Security Awareness Training](#).

Within weeks, the company noted dramatic improvements. The company’s Phish-prone™ Percentage, the measurement of employee likelihood to click on a phishing email, dropped to below 4%—a 92% decrease. Now, Pascal is confident that the company is more secure than ever.

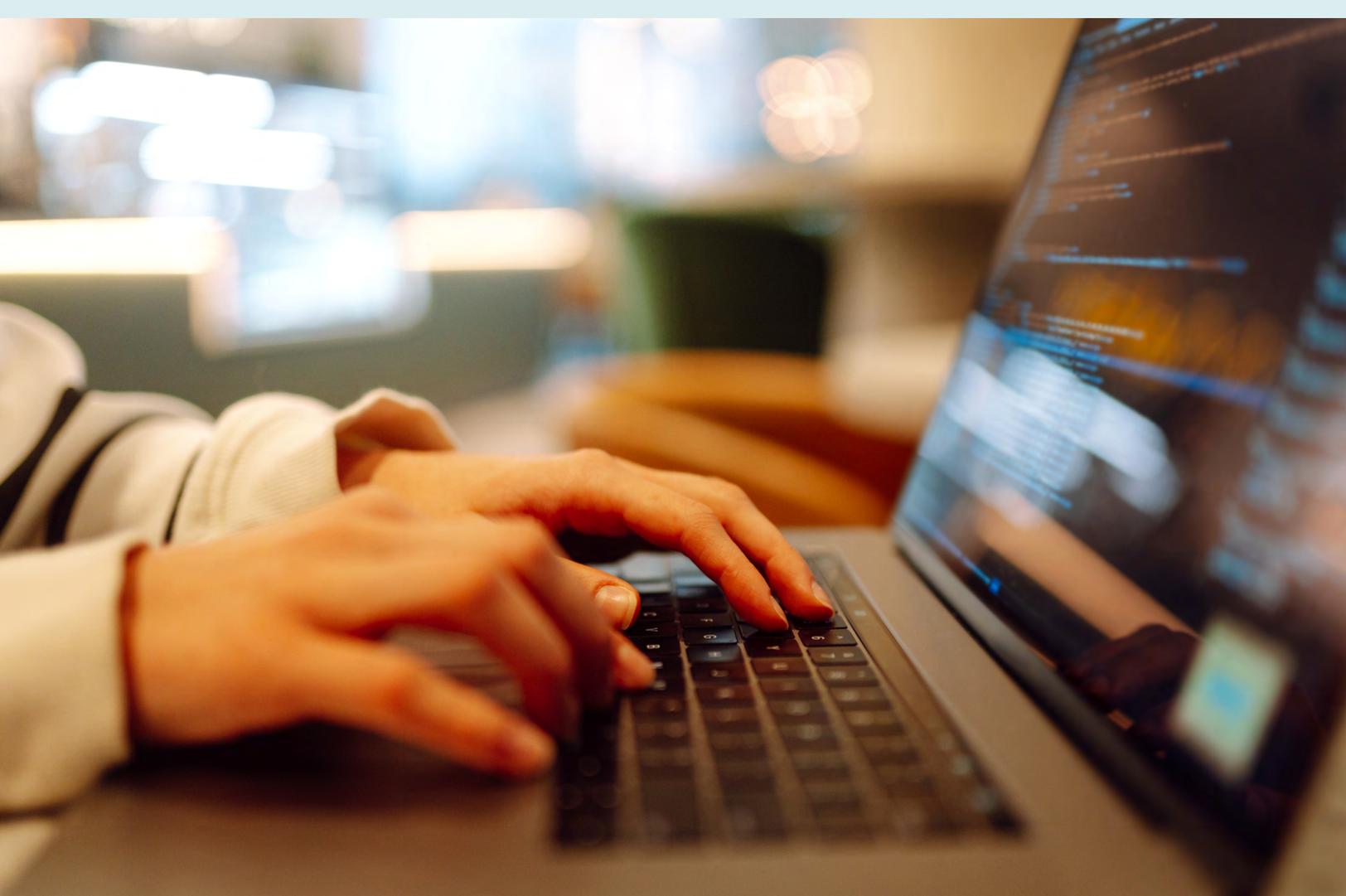
“We chose KnowBe4 to reduce human risk because it’s simple to integrate and use,” he says. “We went from a high security risk in the first few weeks to below the market average in a matter of months.”

The benefits extend far beyond test scores. The platform has also improved Intamin’s device management and governance.

Intamin currently has a “bring your own device” (BYOD) policy for team members, and KnowBe4 makes that onboarding easy. “Users can read about BYOD in our content training guide, then agree to follow policies before we bring them in to install software,” Pascal says.

## A Thrilling Ride From Start to Finish

KnowBe4 is the best and simplest platform for complex international security needs. Its adoption was so successful that Pascal onboarded KnowBe4 at InterB.I.T.E. AG, another part of the Intamin Group that provides top-tier IT services.



With a strong handle on security, Intamin continues to gain the power, speed and momentum to deliver the most exhilarating experiences yet.

“We recommend KnowBe4 to almost every user and every company that wants to increase their security and improve behavior,” Pascal says. “If you want to reduce your security risks fast, just choose KnowBe4.”

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Pascal M. Berlinger, CIO, Intamin

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KnowBe4, Inc. | 33 N Garden Ave, Suite 1200, Clearwater, FL 33755  
855-KNOWBE4 (566-9234) | [www.KnowBe4.com](http://www.KnowBe4.com) | [Sales@KnowBe4.com](mailto:Sales@KnowBe4.com)

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