

Case Study

Servers Australia Adopts a More Proactive Security Stance Using KnowBe4

**Industry**

IT

LocationWyong, New South
Wales, Australia**Challenge**Improving security culture while staying ahead
of growing threats

Servers Australia is a cloud hosting infrastructure provider offering private cloud, virtual data centers, bare metal & colocation services. From its primary headquarters in Wyong, NSW, it operates nine data centers and helps companies improve their IT infrastructure and support growth.

That infrastructure relies on strong security. Amidst a growing number of cybersecurity events in Australia, Network Operations Manager Jaden Roberts set out to build a strong security culture and reinforce the organization's commitment to safety.

At a Glance

- ▶ 90% training completion rate
- ▶ Weekly newsletters help keep security top of mind
- ▶ Developing a culture of cybersecurity in **less than 12 months**
- ▶ Increased access to **hundreds of thousands** of security modules



Cyberattacks Hit Too Close to Home

According to the Australian Signals Directorate (ASD)'s Annual Cyber Threat Report, the number of cybersecurity events in Australia increased by 12% between 2023 and 2024. Experts estimate an average of one attack every six minutes, with one in five cybercrimes occurring via email.

The increase in cyberattacks is a pressing concern for IT businesses like Servers Australia.

"There were a lot of cybersecurity events and incidents happening specifically in Australia," Roberts says. "That was a primary motivator for us to do something and take a proactive approach rather than wait until we were the target."

Servers Australia's past approach to security and recovery events was reactive. Team members lacked the training and skills to handle particular incidents, resulting in frantic, sometimes disorganized, processes that placed additional stress on the team.

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Jaden Roberts, Network Operations Manager,
Servers Australia

"We used to spend a lot of resources and time on trying to recover from an incident," Roberts says. "I've seen firsthand how much of an impact it can have on both an organization and an individual. It can be quite a traumatic experience dealing with a cybersecurity incident. That's why I want to do everything that I can to change people's mindsets about security and what it means."

Roberts wanted to bolster Servers Australia's internal cybersecurity culture, which would also act as an additional layer of protection for their customers.

Upgrading Training with an Expansive Platform

Roberts wanted a holistic platform designed to increase employees' knowledge and skills. He spoke with one cybersecurity vendor that prioritized sandbox training, which they weren't quite ready to implement at the time. That vendor suggested Roberts look into KnowBe4 based on his needs. He learned KnowBe4 Security Awareness Training had individualized security awareness training and phishing simulations, which was a much better fit for Servers Australia.

“KnowBe4 is simple and easy to use. It's really easy for users to navigate and for administrators to administer the platform and create new campaigns.”

Jaden Roberts, Network Operations Manager,
Servers Australia

Roberts got to work creating relevant training campaigns. His primary goal was to address existing threats in adjacent markets and industries, which he found easy to do with the platform's intuitive user interface.

Roberts could also tap into KnowBe4's expansive content library, which offers thousands of pre-made training modules containing relevant content.

“As a learning platform and reporting engine, KnowBe4 greatly reduces the time that I need to spend manually trying to get training content out to users,” Roberts says. “There's a centralized platform I can access to easily create a campaign with a few clicks. Just running the campaign leads to massive improvements in your staff's security awareness.”

Another goal was maintaining visibility, which the organization lacked in the past. KnowBe4's platform allows the team to learn more about emergent threats and prepare for the worst before they become the target of an attack.

For Roberts, the most valuable aspect of KnowBe4 comes from the weekly newsletters. These reach everyone in the organization via email and keeps security top of mind — even if there isn't a campaign running.

90%+ Security Training Completion Rates

Within months of working with KnowBe4, Roberts has seen Servers Australia's security culture mature. Employees not only share a deeper security focus but feel empowered and prepared for the security risks that come their way.

Roberts describes the organization's security culture as being “completely flipped inside out.”

“KnowBe4 has really improved the cybersecurity focus in our organization,” Roberts says. “It's plugged up massive holes of risk throughout the company, and having our staff aware of trends happening around the world benefits the entire organization.”

While they were previously reactive, staff now consistently factors security considerations into their daily work and decision-making processes. Office conversations have also shifted to include discussions about security and preparedness. “There's just so much energy around the place and more security-related content getting to our staff,” Roberts says.

Today, Servers Australia has seen dramatic improvements in its employee “readiness” factor. The organization maintains 90%+ completion rates across its training campaigns, and plans to implement more customized campaigns as the program grows. “Our human risk has dropped massively since implementing KnowBe4, all thanks to their consistent training, messaging with newsletters and obviously the training and simulated phishing campaigns,” Roberts says.



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“Cybersecurity in this day and age is very real and can have huge impacts on organizations,” he says. “With KnowBe4, your staff will be consistently thinking about security and seeing how it impacts their daily work, which means every decision they’re making is based on security.”

Putting Security at the Forefront of Operations

Servers Australia’s partnership with KnowBe4 has heightened security awareness for its team and customers. Roberts would “definitely recommend” the platform to any organization interested in reducing risk and increasing staff knowledge of cybersecurity.

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