

Case Study

Crawford Selects KnowBe4 Defend and Prevent to Enhance Microsoft 365 Email Security



Crawford®

Industry

Insurance

Headquarters

Norcross, Georgia

Challenge

Analyze cyber threat landscape and evaluate new technologies to preserve confidentiality and protect sensitive proprietary data

Crawford & Company® is the world's largest publicly listed independent provider of claims management and outsourcing platforms to carriers, brokers and corporates, with an expansive global network serving clients in more than 70 countries.

Founded in 1941, Crawford has continually expanded its product offering, and today pairs traditional services and technology-driven innovations to handle clients claims quickly and affordably.

As part of building trusted and long-lasting relationships with their clients, Crawford is dedicated to preserving confidentiality and protecting sensitive and proprietary data. As a result, the provider's security team continually analyzes the cyber-threat landscape and evaluates new technologies that can help them to reduce risk.

With the ongoing evolution of phishing attacks and the increase in advanced threats targeting all organizations, the Crawford team undertook a project to ensure they had the highest levels of email security within their Microsoft 365 environment. This included detection and mitigation of all types of phishing attacks, including business email compromise (BEC) and impersonation attempts, supply chain compromise, and highly targeted spear phishing.

At a Glance

- ▶ Enhance MS Exchange Online protection
- ▶ Zero-trust model for advanced phishing detection
- ▶ Prevent email data loss with contextual machine learning



Enhancing Microsoft 365 Threat Detection with KnowBe4

As part of this process, Crawford engaged with KnowBe4, to intelligently mitigate inbound threats and protect outbound data as it's shared by employees. With Exchange Online Protection already deployed within their Microsoft 365 environment, Crawford wanted to determine the benefits offered by adding an intelligent anti-phishing platform to their security software stack, and consequently began evaluating KnowBe4 Defend.

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Daniel Volk, CIO, Crawford & Company

Defend is the only anti-phishing platform globally to utilize a zero-trust model for inbound phishing detection. The platform uses machine learning and natural language processing (NLP) technologies to analyze the content and context of every email before it is delivered to a recipient's inbox, including the sender and their domain, all hyperlinks and attachments, and the language used within the message. Defend also analyzes hyperlinks at the point of click, meaning it can detect malicious links that are weaponized after delivery.

Additionally, the platform provides active learning through a traffic-light warning system and interactive banners that offer insight into phishing attacks, improving employee engagement and effectively contributing to their security awareness training in real time.

Preventing Outbound Email Threats

While evaluating Defend, the Crawford team also examined how KnowBe4 Prevent could reduce the risk of outbound data loss as employees use email to communicate with clients and third parties. Recognizing that human error is the primary cause of email data loss for organizations, Crawford examined how Prevent's use of intelligent machine learning technology could provide added security for their employees.

Prevent leverages contextual machine learning and relationship mapping technologies to analyze the real-time risk to data as it is shared by email. This includes analysis of the recipient and their domain, as well as understanding relationships between the sender and their recipients, including the types of data they



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normally share. This enables Prevent to detect and mitigate instances of outbound email loss such as adding the wrong recipient, attaching the wrong document or failing to use the Bcc field.

The platform's unobtrusive prompts only display when risk is detected, providing explanations to employees to increase their understanding and enable them to correct their mistakes. Prevent can also block risky behavior and exfiltration attempts.

Selecting the KnowBe4 Cloud Email Security Platform for Added Security in Microsoft 365

After a robust evaluation, Crawford selected Defend and Prevent to enhance their email security.

"We selected KnowBe4 Defend and Prevent as added security layers in our Microsoft 365 environment to ensure we are minimizing our risk profile as much as possible." Crawford CIO Daniel Volk says. "Protecting our clients' data is of the highest importance to us, and by using Defend and Prevent we aim to enhance that security through the detection of advanced phishing attacks and the reduction of human error."

KnowBe4

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