

CASE STUDY Partner



Business Model

Serves as both a Managed Service Provider and Value-Added Reseller

Partner Profile

- Memphis-based technology solutions company providing talent and technology for businesses
- Provides talent acquisition, technology services, managed solutions and business consulting
- Primarily services small and mid-sized business (SMB) customers
- Phish 7,000 users per month using the KnowBe4 platform

Business Opportunity

- Users need to practice proper security hygiene to avoid falling for phishing emails
- Need for a product to manage this problem and offer as part of ProTech's security stack

Partnership Advantages

- KnowBe4's easy-to-use platform with dedicated support
- ProTech provides more value and better serves clients through data that KnowBe4 uncovers
- ProTech's ability to have an impact on end-user education and awareness to decrease risk

The Partner

ProTech Systems Group, Inc. is a 26-year-old talent and technology company offering unique solutions for Mid-South businesses. ProTech began as a talent acquisition firm and quickly recognized a need amongst its clients and began to offer technology solutions and services. Over the years, ProTech has continued to identify areas of need and fulfill them. Today, ProTech provides talent acquisition, technology services, managed solutions and business consulting, and primarily services small and mid-sized business (SMB) customers. Brian Baird is the director of security services for ProTech and was responsible for partnering with KnowBe4, Inc. three years ago.

Finding KnowBe4

Brian Baird manages ProTech's recurring revenue packages for security clients. He has been working in security long enough to know it doesn't matter what someone's title is, what their education level is, or the amount of time they have worked in and around IT – if users are not practicing proper security hygiene, they can and will be tripped up by a phishing email.

Prior to Q4 2015, ProTech did not have security awareness training or simulated phishing services in its security stack offering to clients. A ProTech engineer learned of KnowBe4 from one of his clients and brought the idea back to Baird, who researched KnowBe4 and decided to demo the platform in Q4 2015.

Social Engineering for Good

After demoing KnowBe4's new-school security awareness training and simulated phishing platform, ProTech quickly signed up as a channel partner. The reason was simple – KnowBe4 works.

"KnowBe4 is a very easy-to-use system with great support. It just works and fits our culture and what we want to accomplish perfectly," said Baird.

Baird himself actually runs ProTech's managed phishing service, meaning when a client buys the service, it's Baird on the back end deciding how to phish those clients. "Every month, I phish about 10 client companies representing about 7,000 users, with the

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KnowBe4 platform. The simulated phishing is a form of social engineering, but this is social engineering for the good of our clients.”

Baird quickly realized the impact that simulated phishing and ongoing training could have on a user base. “I don’t care who you are or where you work – if we send you generic simulated phishing tests using terms in the subject line like Amazon or UPS, about 20 percent of your population is going to click those phishes. But after a few months of KnowBe4 testing and training, we consistently see those numbers fall below five percent.”

He also knows that users are on alert after a spoofed email test is sent. “Over time, complacency sets in. When a client company gets too comfortable, we send out a spoofed email from the CEO that requests information. That makes the click rate go through the roof and gives us the chance to show users that it’s easy to be lulled into a false sense of security – if you send something topical, people will click.”

And while Baird is always impressed by the psychology behind why users click, he understands that ProTech can better serve its clients because of the data that KnowBe4 helps uncover. “It’s hugely important for ProTech to be able to share with our clients the number of employees that are clicking on a simulated phish, which translates directly to what kind of risk their business is at from a security standpoint. The fact that KnowBe4 can help us convey risk to a client makes ProTech more valuable to our clients.”

Furthermore, Baird recognizes that KnowBe4’s simulated phishing service is a foundational element of ProTech’s entire security practice, which drives his company’s revenue growth. “If I take our managed phishing offering, which is powered by KnowBe4, and create packages that help customers understand at a deep level how their human firewall is behaving and track how vulnerabilities are shifting over time, I can help them assess their corporate risk. From there I can help them learn so they can better secure their organization. KnowBe4 is the glue for so much of our clients’ security success.”

Partnering with KnowBe4

Partnership plays at the center of everything ProTech does. From the way it interacts with clients to the vendors it chooses to add to its technology stack, Baird and the team are always looking at creating a strong relationship.

“Over the three years we have been KnowBe4 partners, I’ve seen that what we are doing has morphed. The trust in our relationship is critical because we are not selling phishing tests and security awareness services. We are selling a business disruption that helps us to expose more than security issues – we are spotlighting cultural issues,” said Baird.

Together, ProTech and KnowBe4 are helping organizations tune into what their security culture looks like and to identify team members that are on board or out of sync. Organizations are going to be hacked, in Baird’s view, and they can either get angry or accept it and make changes. “KnowBe4 is the best at exposing those soft spots in a security culture and helping organizational leaders move from denial about their security policies and practices to acceptance and change of their corporate culture.”

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ProTech Systems Group, Inc.*