

Case Study

The Sack Company Decreases Phishing Risk By 78% With KnowBe4

Anyone who lives, works or plays in a building requires mechanical, electrical and plumbing systems, or MEP services, to make these facilities functional. The Sack Company specializes in MEP services, fire controls and building automation for large projects, including school systems, prisons, factories and warehouses.

Supporting that work means managing users across diverse remote locations, project sites and small offices — and making sure they're aware of the latest security risks.

To do this, The Sack Company IT Director Caulan Miller decided the company had to move beyond occasional security reminders and build a more structured approach to reduce risk.

**Industry**

Construction

Location

Statesboro, GA

Challenge

Reducing risk by changing behavior and creating a more structured approach to security training

At a Glance

- ▶ 50–60 hours saved each week
- ▶ 95% of phishing campaign workload automated
- ▶ 78% decrease in Phish-prone™ Percentage

“Click-Happy” Users Raised the Stakes

The Sack Company used to take an unstructured approach to security guidance. The IT team would share occasional reminders and warnings, but there weren’t ongoing follow-ups or a way to know if people absorbed the information. Miller wanted to reach users consistently and make expectations easier to reinforce.

“Previously, we simply said ‘Hey, be aware of this, be aware of that,’ in meetings,” Miller says. “There was no formal policy, no formal structure.”

Then, the company suffered a ransomware attack. The experience reinforced the need to change behavior across the workforce and help employees understand that security was more than an occasional topic of conversation. It was an active part of everyone’s role. They also wanted to address a specific issue.

“People were ‘click-happy’ and clicking on anything,” Miller says. “We had to change the user behavior because it became too overwhelming for us to manage.”

Instead of a one-size-fits-all security training program, The Sack Company wanted a platform that could:

- Deliver effective security training
- Adapt campaigns to different user groups
- Meet compliance requirements and cyber insurance expectations

The team chose KnowBe4 because it had a wide range of options the IT team could leverage to build a more consistent, sophisticated program backed by reporting and accountability.

A Security Program Tailored To Current Demands

Miller began by using KnowBe4 Security Awareness Training to build phishing campaigns around the organization’s evolving needs instead of generic messaging.

“We were looking for a tailored experience for our users, something that had gamification built into the training module, something that we could customize to our end users,” Miller says.

Features like custom content uploads enable his team to develop role-based training that reflect how different employees work and where risk may appear. The AI-native platform also relies on gamification to make training more engaging.

AIDA, KnowBe4’s suite of AI Agents, adds another layer of support by automating the phishing campaign process using the Orchestration Agent. Rather than manually creating, customizing and monitoring campaigns for each company or user group, AIDA gives Miller’s team more time to refine policy and optimize the company’s security strategy.

KnowBe4 also has everything The Sack Company needs to fulfill government contract and cyber insurance requirements while addressing internal reporting considerations. With Compliance Plus and the Advanced Reporting features, Miller can clearly document ongoing training efforts and outcomes.

These capabilities work alongside each other to turn The Sack Company’s distributed workforce into a stronger line of defense.

78% Decrease In Phishing Risk

Using KnowBe4, The Sack Company has dramatically reduced the manual effort required to build, customize and manage phishing campaigns. AIDA in particular has had an outsized impact, changing the amount of time Miller's IT team can dedicate to IT high-value work.

"Having AIDA is like having two full-time IT analysts constantly watching and monitoring, who are building out campaigns and sending out new and updated information. It's been a huge asset to our team," Miller says. "When we do a cost comparison of how much it costs to onboard that versus hiring more security analysts, it pays for itself over tenfold."

"When we do a cost comparison of how much it costs to onboard AIDA versus hiring more security analysts, it pays for itself over tenfold."

— Caulan Miller, IT Director at The Sack Company

He also estimates that AIDA has automated about 95% of the manual workload involved in building and managing campaigns.

"It's saved us around 50–60 hours per week in monitoring phishing campaigns," Miller says. "It saved us so much time that now I'm able to focus on aligning our IT policies with business strategy."

The Sack Company has also seen measurable improvements in user behavior. When the organization first started with KnowBe4, its Phish-prone™ Percentage was around 30–35%. Today, it's around 7%, with spikes mainly coinciding with "explosive increases" of new hires.

As employees became more aware of security threats, they also became more likely to recognize risk and reach out to the IT team to report concerns. That knowledge has helped reduce the company's overall risk. Since The Sack Company began using KnowBe4, Miller says their risk score has dropped by around 14%, and they continue to work toward lowering it even more.

"Educating end users has really helped us bring that risk score down," Miller says.

Training Campaigns

AIDA Training

Campaigns

Notification Templates

Policies

Reports

Active

Inactive

All

◆ Name

Groups

Content

All Users

Security Culture Survey (SCS)

In Progress

① AIDA has generated quiz questions for you. Save the quiz questions you like or generate new questions for your policy quiz.

All Questions

Saved Questions

Unsaved Questions



Jessica is a new employee at XYZ Company. Which of the following requirements should her password meet according to the company's password policy?

A. At least 12 characters with one uppercase, one lowercase, one number, and one special character.

B. Any password as long as it contains her name and birth year.

C. At least 8 characters long with no special requirements.

D. Exactly 12 characters long with only letters and numbers.

Feedback Text



The password must contain at least one uppercase letter, one lowercase letter, one number, and one special character.



Strengthening Security For the Road Ahead

The Sack Company has bolstered their security program, and KnowBe4 has been key to their efforts. The platform supports long-term risk reduction through the day-to-day behavior change of employees who are always on the move and often use multiple devices.

For Miller, that ongoing value is also tied to protecting the organization's reputation and the trust it has built with vendors, partners and customers.

"The impact of a security breach is not just a weak month," Miller says. "After a breach, vendors and other third parties sometimes won't want to do business with a company for years, especially if it's a public leak."

KnowBe4's up-to-date training content, customizable options and automation give Miller's team the tools to refine and tailor the program as the organization grows. They receive further support from the KnowBe4 team, including customer success managers and account managers who ensure Miller's team gets the most out of the platform.

That positive, collaborative attitude is why Miller stays with KnowBe4 year after year.

"A huge part of educating people on the threats out there isn't about taking a 'you have to do it' stance. It's, 'Hey, let's walk through this together,' and that approach has been awesome," Miller says.

With KnowBe4, The Sack Company has a stronger foundation for keeping their security program active, measurable and aligned with the business as the company continues to build the infrastructure society needs.

0826-US



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

Other product and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies.