

## Bitdefender® GravityZone

KnowBe4's SecurityCoach integration with [Bitdefender GravityZone AV](#) allows you to leverage security alerts for viruses, malware, and other endpoint threats to send real-time SecurityTips to risky users.

### The Problem

- Social engineering techniques like phishing, spear phishing, and impersonation are increasingly being used by cybercriminals to manipulate your employees, causing downtime and security breaches
- The human factor is involved in 82% of data breaches, according to the 2022 Verizon Data Breach Investigations Report
- The typical SOC team receives an average of 11,000 alerts per day, resulting in alert fatigue and analyst burnout
- Users forget 50% of information they learn within one day and 90% within one week without engaging and frequent reinforcement of their training

### Managing the Problem

- SecurityCoach uses Bitdefender APIs to analyze data and identify end user risky security behavior
- You easily configure real-time coaching campaigns using your own security policies and the different categories of risky behavior
- SecurityCoach delivers the contextual, real-time SecurityTips you choose, using the ready-made graphic template library and optional custom notifications

### Use Case Examples

- **Malware Avoidance** – When Bitdefender detects Malware, SecurityCoach can map the malware to a specific user and send them a targeted SecurityTip on avoiding malware
- **Online Security** – When Bitdefender detects that a user visits a risky website, SecurityCoach can coach that user on reasons to avoid such websites

### Benefits and Outcomes

- Measurable reduction in risk and a stronger security culture across your organization
- Improved comprehension and retention of your security awareness training, best practices, and established security policies
- Significant additional value from your existing investments in KnowBe4 and Bitdefender
- Time saved for SOC analysts and improved efficacy through automation and reducing alert noise caused by users repeating risky security behaviors

## About KnowBe4 SecurityCoach

SecurityCoach enables real-time security coaching of your users in response to risky security behavior. Based on the rules in your existing security software stack, you can configure your real-time coaching campaign to determine the frequency and type of SecurityTip that is sent to users at the moment risky behavior is detected.

## About Bitdefender

Bitdefender provides cybersecurity solutions with leading security efficacy, performance and ease of use to small and medium businesses, mid-market enterprises and consumers. Guided by a vision to be the world's most trusted cybersecurity solutions provider, Bitdefender is committed to defending organizations and individuals around the globe against cyberattacks to transform and improve their digital experience.