



**90% OF CYBER ATTACKS ARE
SUCCESSFUL DUE TO HUMAN
ERROR**

CYBER AWARE

NEXT-GEN SECURITY AWARENESS TRAINING

**Cyber Crime Is Now A
Business Opportunity
For Low Tech Criminals**

CYBER SECURITY LANDSCAPE

- Ransomware attacks occur every 14 seconds.
- Security breaches have increased by 67% year on year
- \$280k is the average cost to an SME from a cyber incident

Damages to reach \$6 trillion annually.

"Represents the greatest transfer of economic wealth in history, and will be more profitable than the global trade of all major illegal drugs combined"

WHO ARE THESE CRIMINALS?



- hackers have bosses too
- it's about Return On Investment
- lowest hanging fruit will be targeted
- limited technical ability required

BUSINESSES ARE THE NEW TARGETS

Passwords

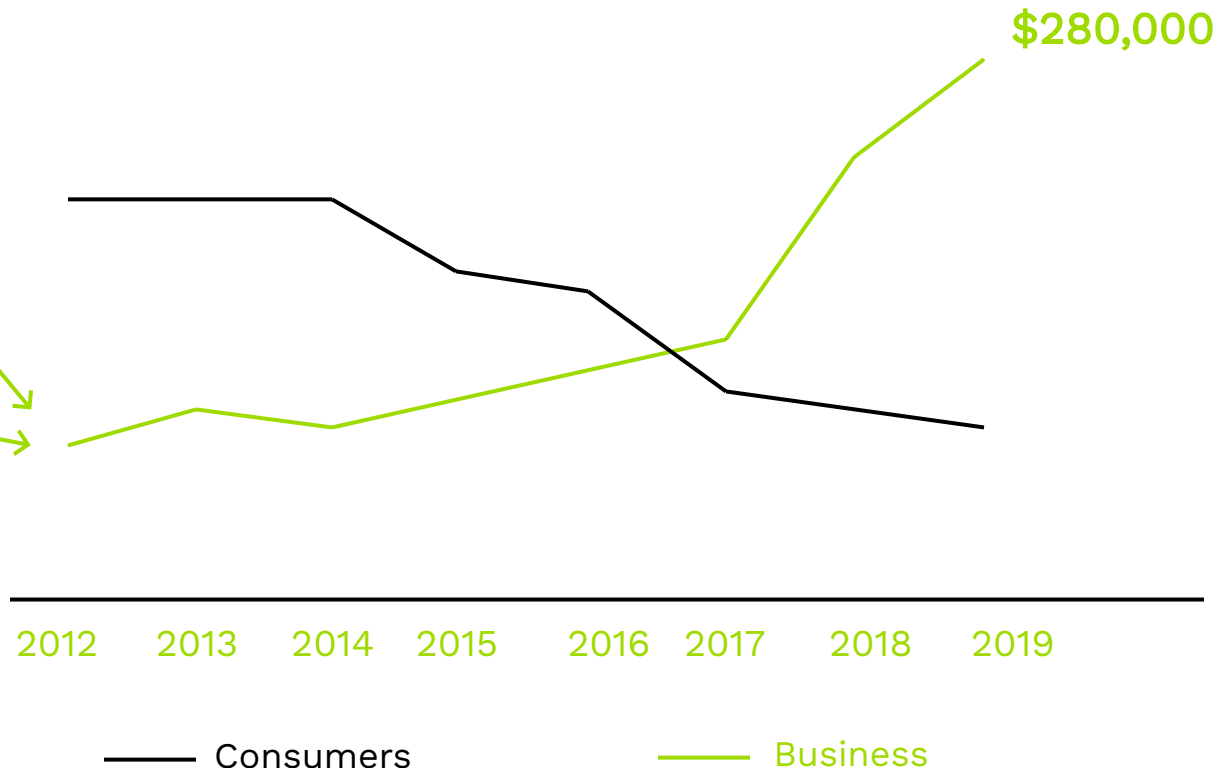
2012: \$0.01

2019: \$0.0001

Credit Cards

2012: \$25.00

2019: \$4.00



BUT I'M A SMALL BUSINESS, WHY ME?

**Credential
Stuffing**

**Phishing
Attacks**

**Personal
Devices**

**Attacks launched towards a
large volume of targets**

Targeted Attack Launched

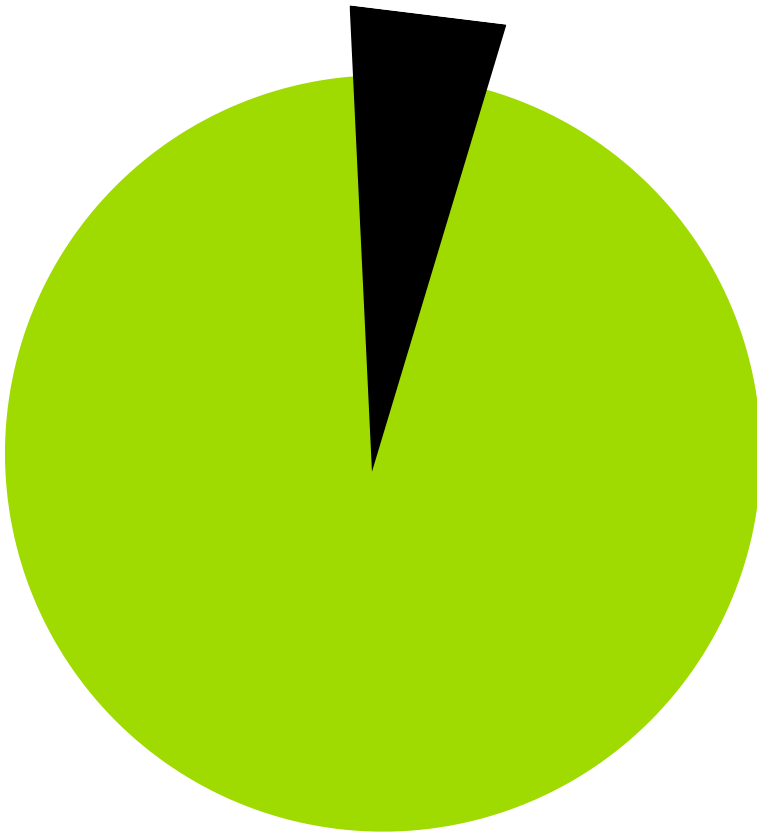
THE PATH OF LEAST RESISTANCE



90%

OF ALL SUCCESSFUL CYBER ATTACKS ARE CAUSED BY HUMAN ERROR.

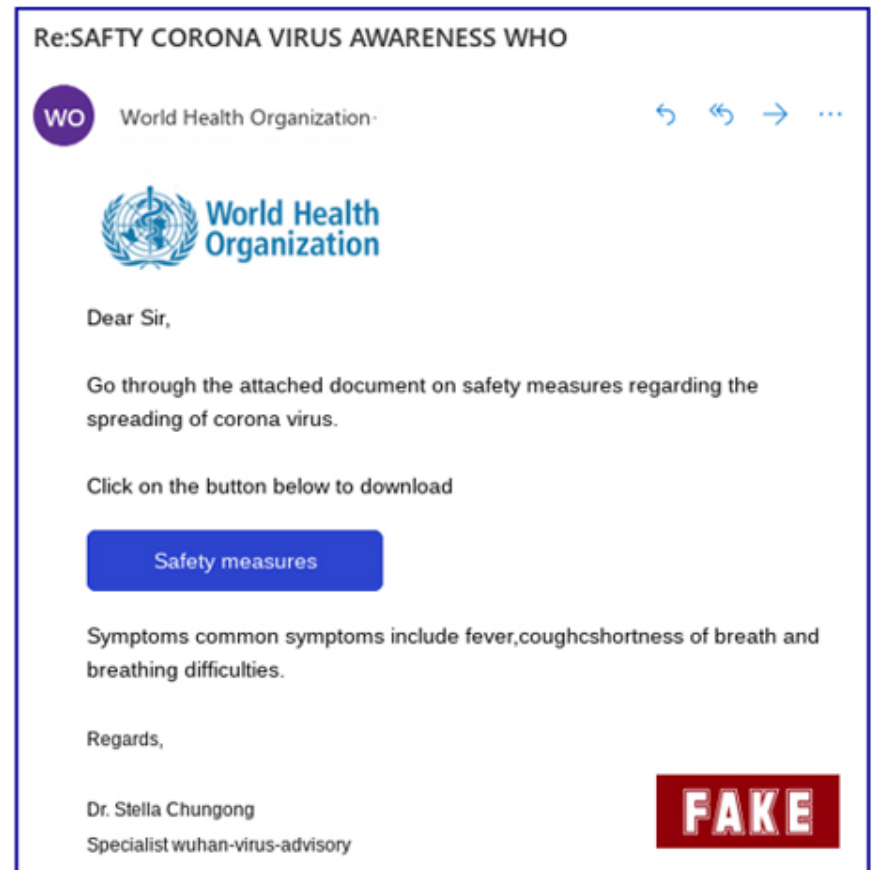
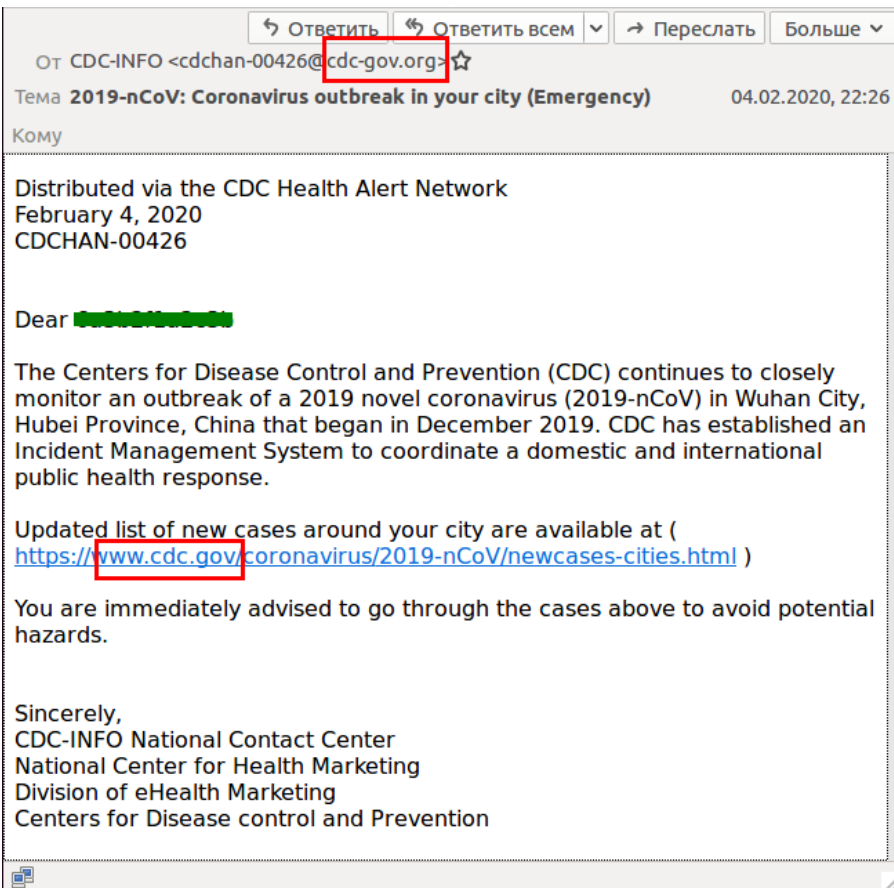
Source: IBM Cyber Security Intelligence Index



70% of employees don't understand cybersecurity

- Poor password hygiene
- Unable to identify phishing emails
- Poor web browsing behaviour
- Unsafe remote access
- Information classification
- Email / SMS spoofing
- Ransomware response

CORONAVIRUS PHISHING ON THE RISE!



Cyber Crime Is Now A Business Opportunity For Low Tech Criminals

Market Size: \$6 Trillion

Business vs Consumer

Technical vs Emotions

Phishing

HOW DO WE BUILD A HUMAN FIREWALL?

IT'S ALL ABOUT
AWARENESS

Do all staff know...

The risks of re-using passwords?

What Business Email Compromise is?

How to browse the internet safely?

How GDPR impacts your business?

How to prevent ransomware from spreading?

What information security is and how to treat different data?

Identify a spear phishing campaign?

How to use public WiFi securely?

What malware and ransomware are and associated risks?

How to create a safe password?

How to secure their personal devices?

What social engineering is and how it is a risk to your business?

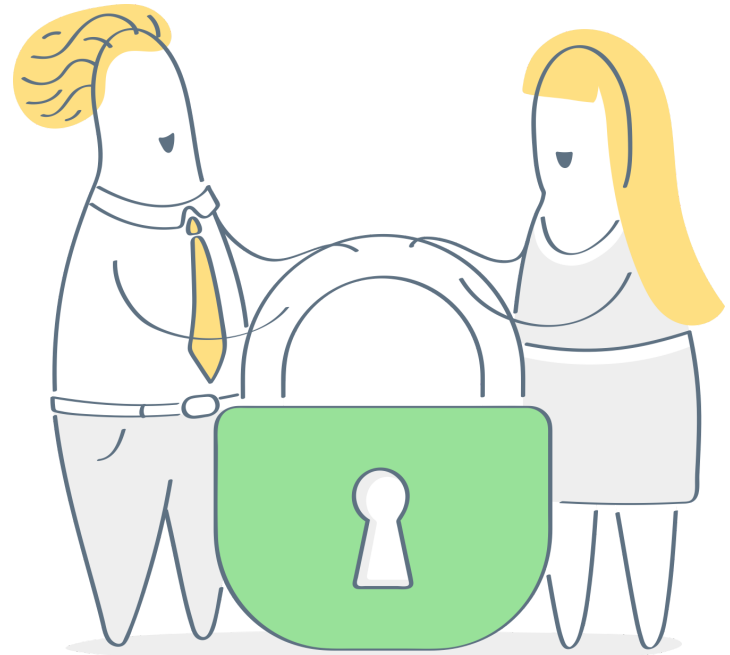
1: IT'S ABOUT THE PEOPLE

Fun content

Engaging topics

Relevant to the learner

Fosters inquiry



*"An organisation does not make its people cyber aware;
its people make the organisation cyber aware"*

2: IT'S NOT ABOUT TICKING THE BOX

It's about engagement

Trend monitoring

Human risk scores

Meaningful reports



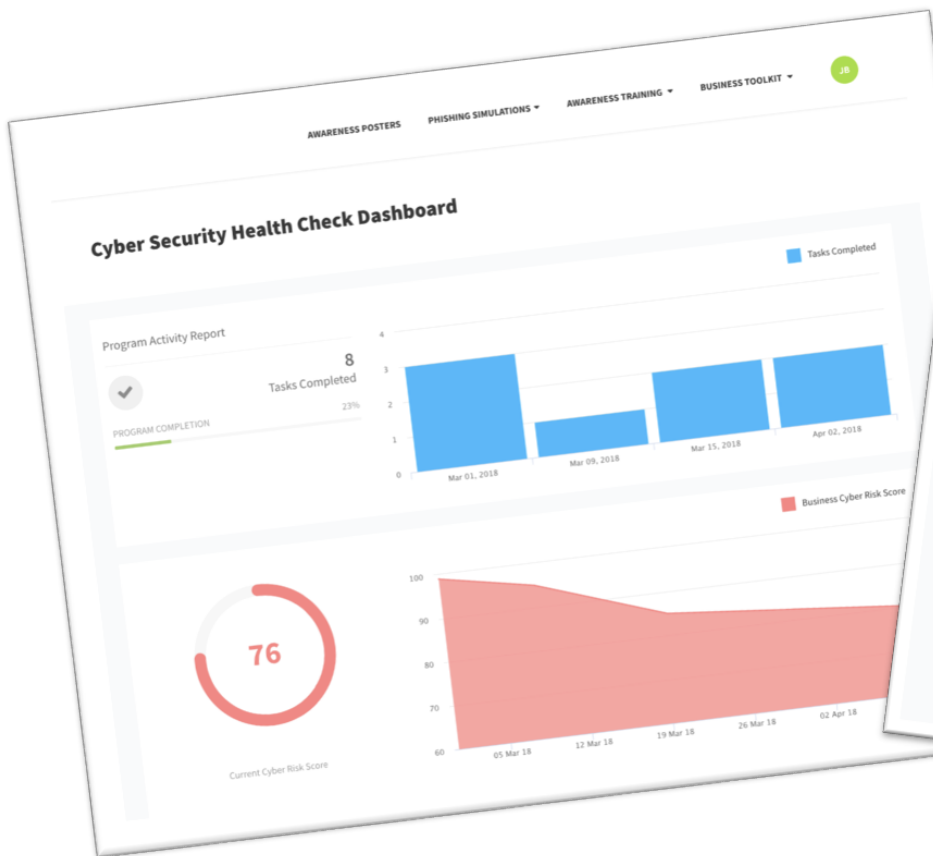
"Automated regular reporting that provides clear, actionable data for management and boards"

3: SUCCESS IS SEEN AROUND THE WATER COOLER

Safe & open culture
Confident knowledge
Understand their role



"A cyber aware culture is where staff take their own digital footprint seriously and what safe behaviour to model"



CYBER AWARE

COMPLETE END-TO-END
SECURITY AWARENESS SOLUTION

EFFECTIVE SECURITY AWARENESS PROGRAM

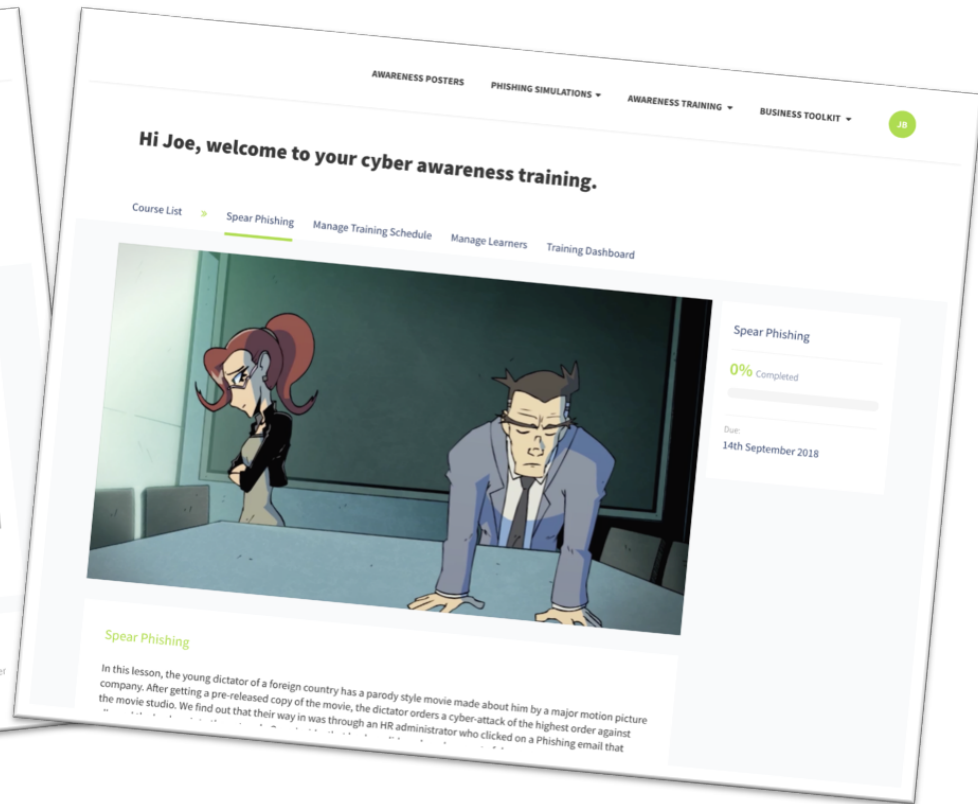
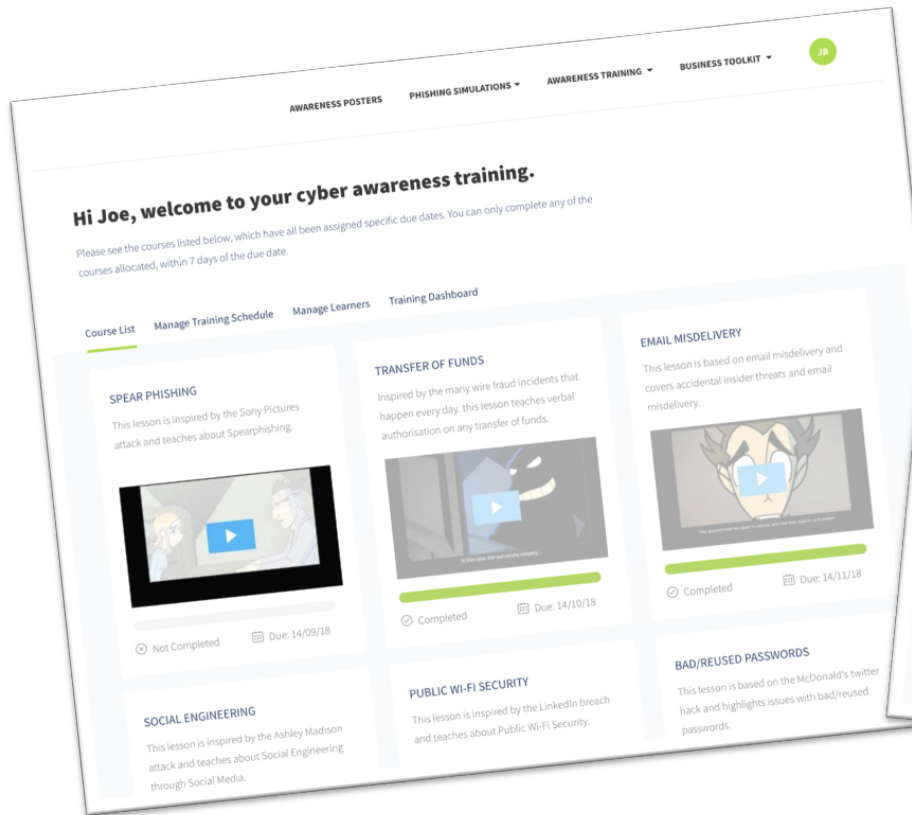
1. ENGAGING TRAINING

Changing culture requires engaging, fun and informative training on a regular basis.

2. SPEAR PHISHING SIMULATIONS

Simulate real world cyber attacks to test, measure and fix effectiveness of training.

TRAINING



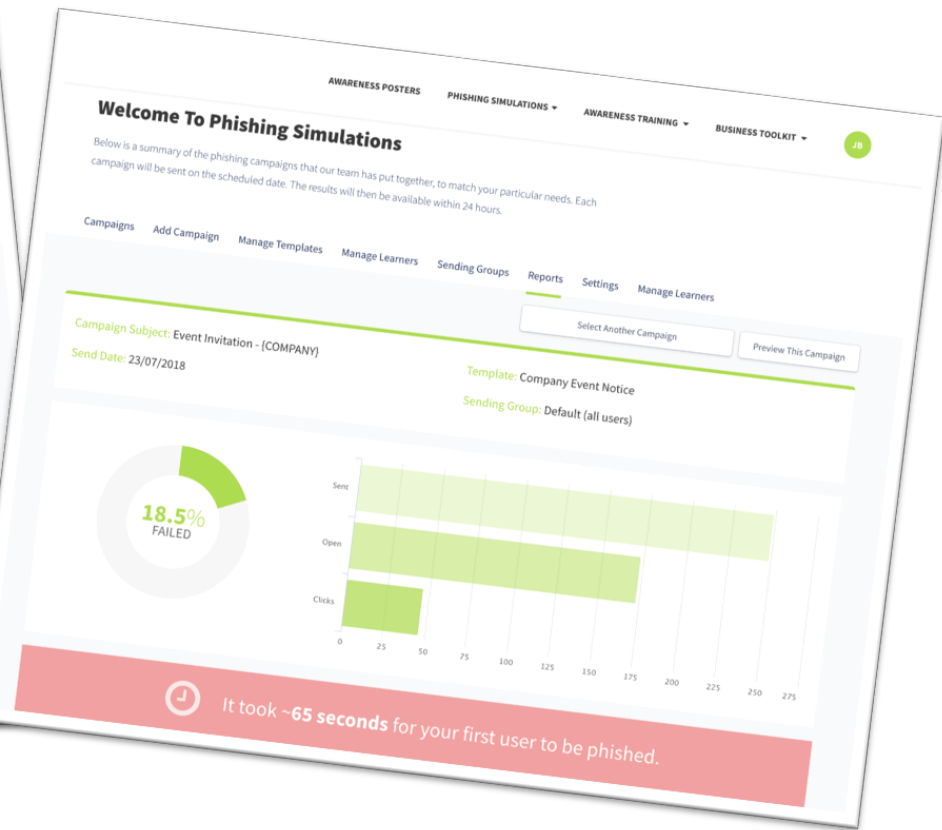
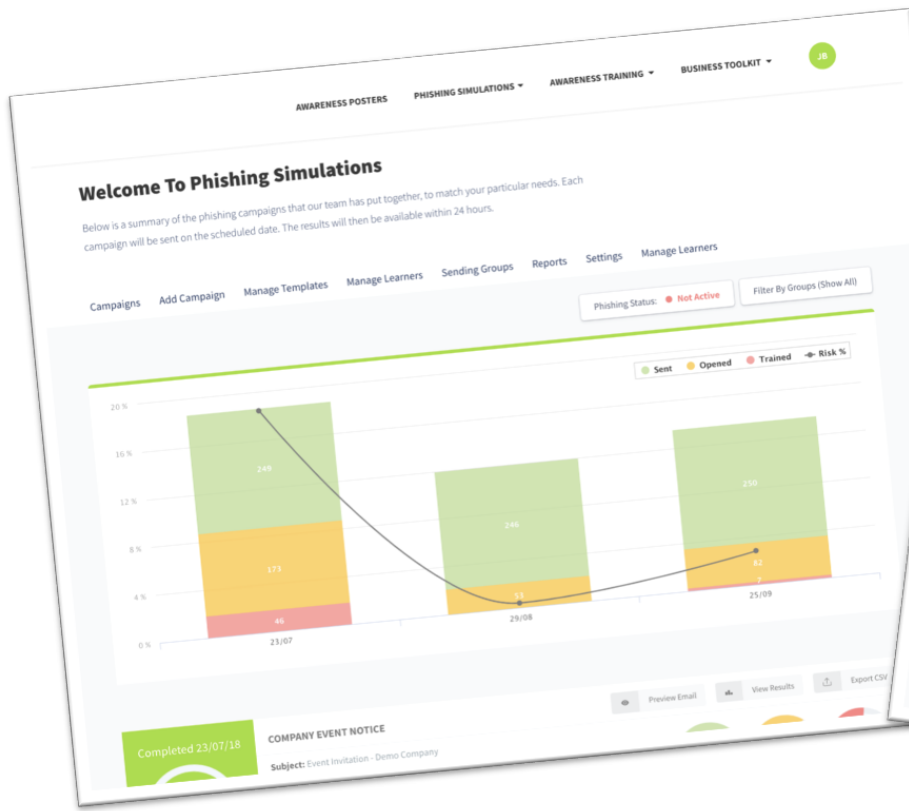
40+ Security Awareness Courses

Courses covering all cyber topics

Access from any device, anytime.

Learning outcome assessments

PHISHING

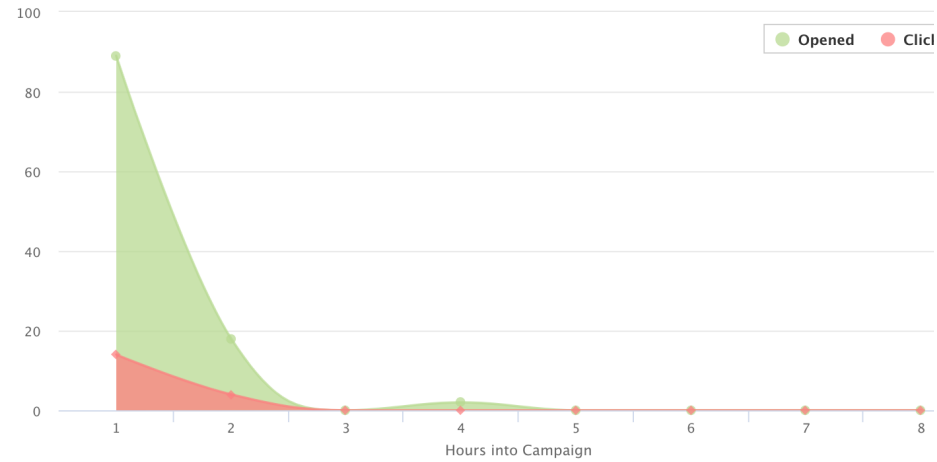
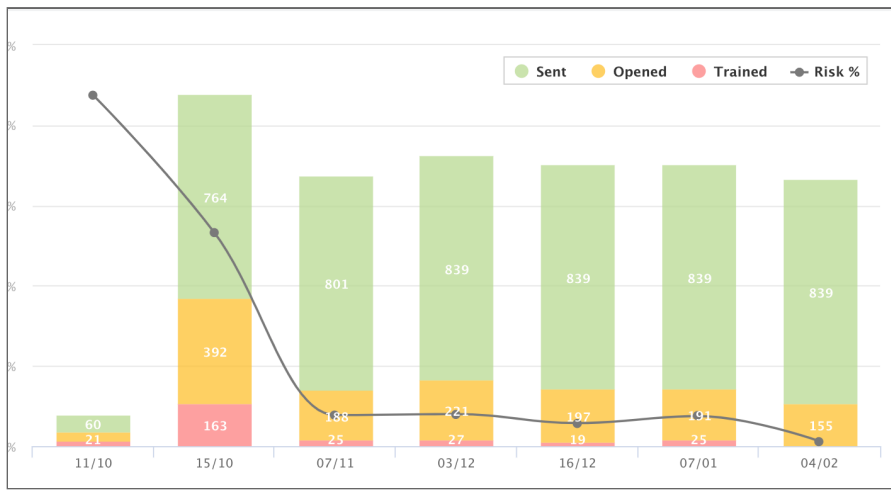


100+ Spear Phishing Templates

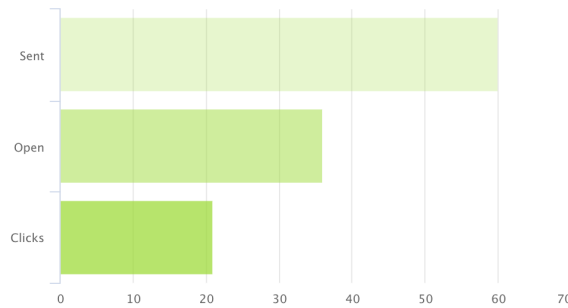
Real world simulations

Automated delivery and reporting

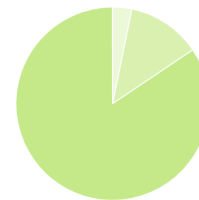
At risk staff auto-enrol training



MEANINGFUL REPORTS

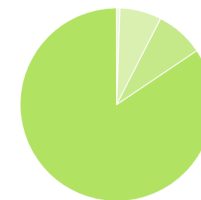


Types of Devices



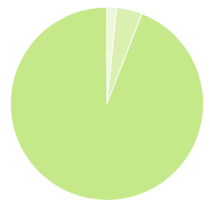
Mobile
Unknown
Desktop

Operating Systems



Android
iOS
Unknown
Windows

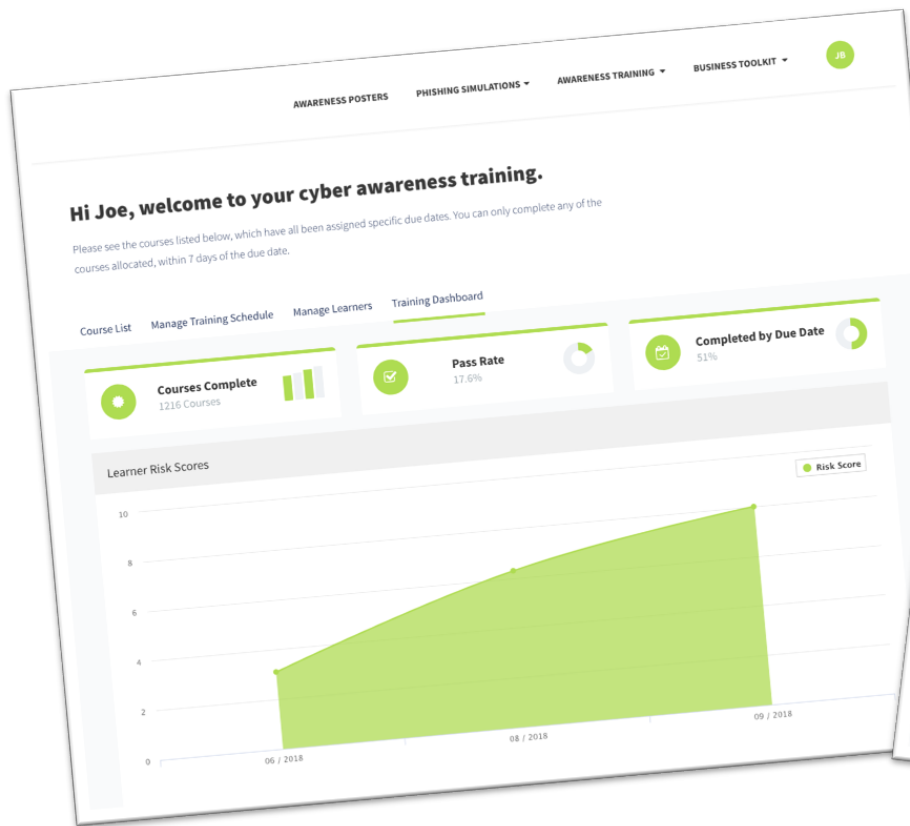
Region of User



Unknown
NSW
VIC



It took ~40 seconds for your first user to be phished.



REPORTING

Granular Risk Reporting

Detailed drill-down reporting

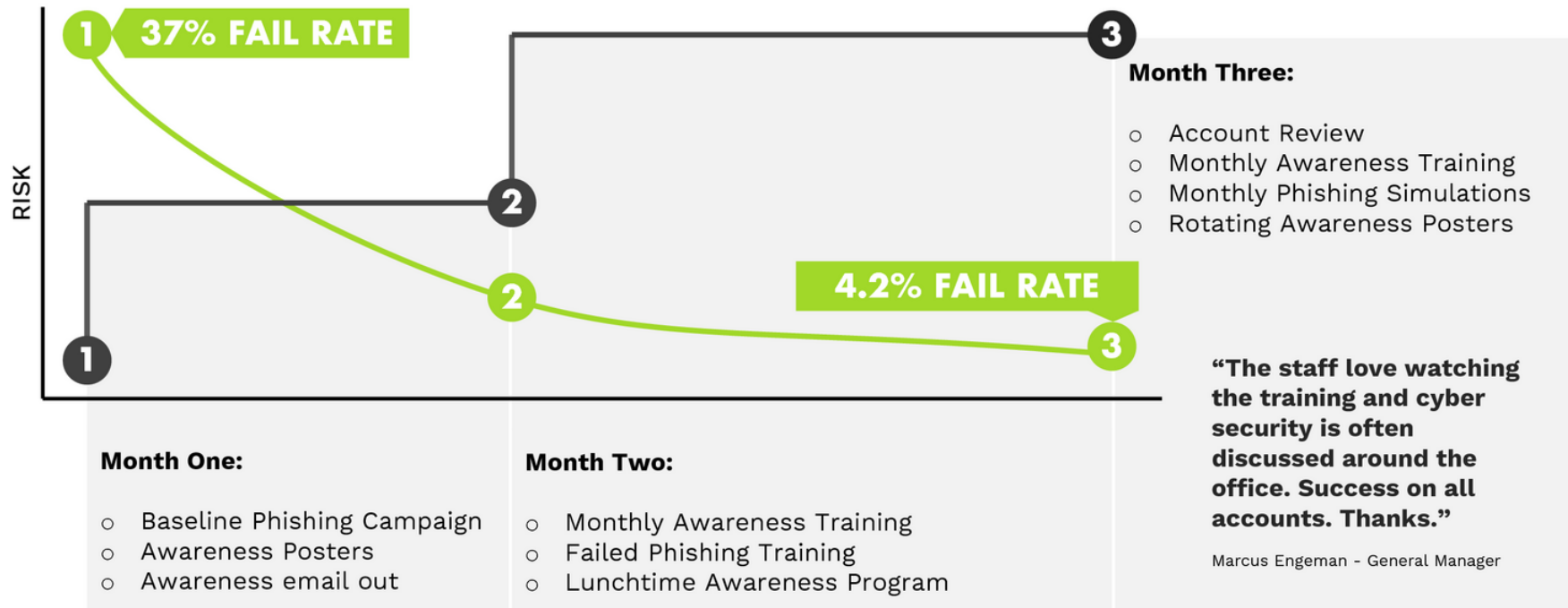
Training gamification

Exportable raw data source

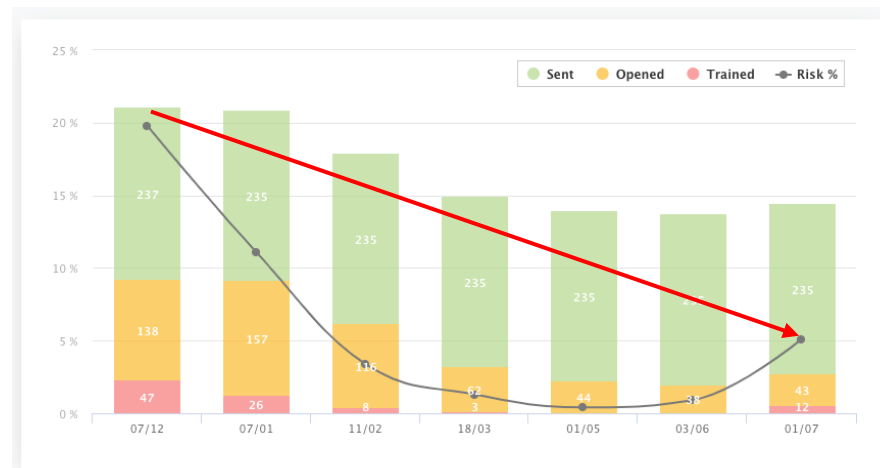
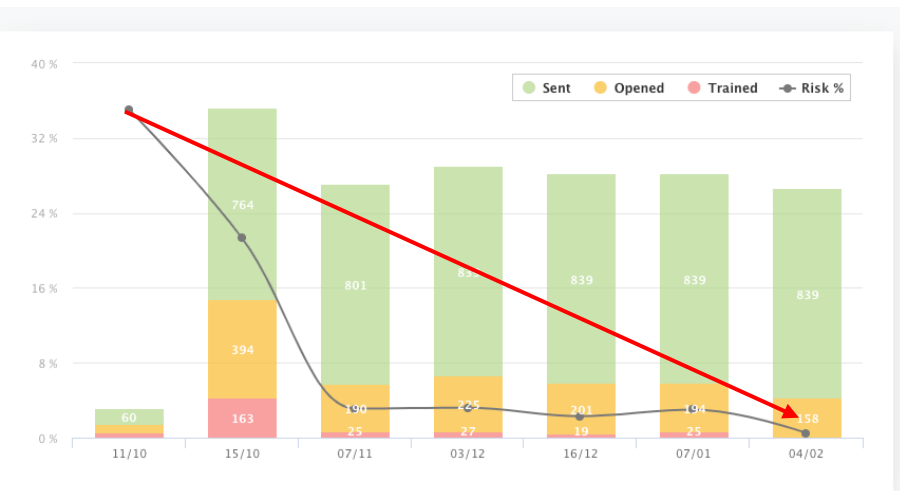
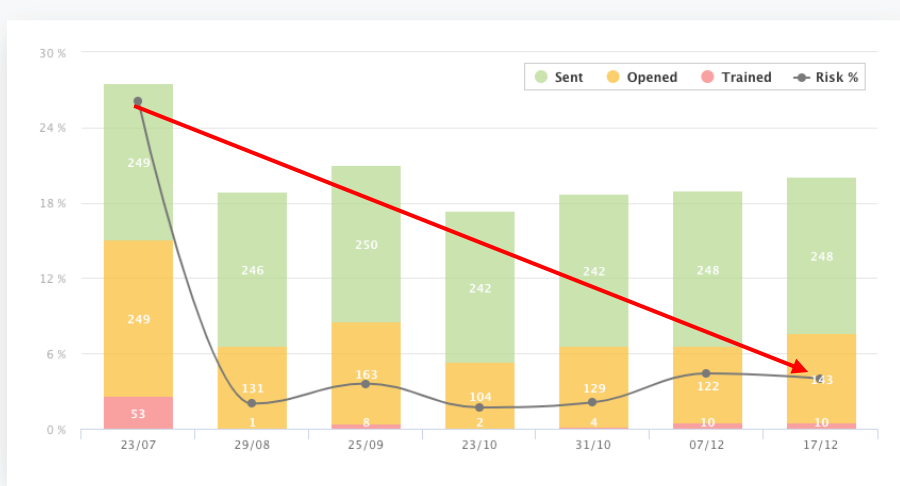
IT WORKS!

Case Study: GIVIT

GIVIT is a national not-for-profit connecting those who have with those who need, in a private and safe way. They have over 500+ volunteers and work with 1200+ charities across Australia.



LIVE REPORTS



Live Questions

Type questions in the Q&A box of Zoom

More information at
training.cyberaware.com

Jonathan@cyberaware.com