viadex® Global IT Service Partner
FULCRUM IT PARTNERS

CYBSAFE

The world's first intelligent cyber security awareness, behaviour & culture platform

The only GCHQ-certified training tool of its kind

In security, people are often seen as a vulnerability, as opposed to a defence. However, robust cyber-defence is made up of people, process and technology. When properly armed, people aren't so much gateways as they are gatekeepers. They can actually prevent the attacks technological defences cannot. The only GCHQ-certified training tool of its kind, an intelligent, data-driven cyber-security awareness platform that helps you arm your people. As well as improving security awareness and behaviours, the tool builds a culture of security within your organisation, and demonstrably reduces cyber-risk.

Our Service

We use the power of science, data and cognitive computing technologies to transform cyber-security awareness, behaviour and culture. Our artificially intelligent cyber-security and data analytics platform goes beyond ineffective cyber-security awareness training. We put data at your fingertips that helps you measure, understand and reduce human cyber-risk whilst improving cyber-security awareness, behaviour and culture within your organisation. The result is that you make better decisions about human cyber-risk and resilience.

The Solution

The platform enables you to quantify your human cyber-risk and resilience, whilst measuring whether your awareness activities (such as training and phishing simulations) are actually working.

This is done in a way that both information security professionals and executives can understand and provides data-driven insight that can be used to optimise awareness, behaviour and culture programs.

This social behaviour and cyber-crime focused technology fuses psychology and behavioural science with artificial intelligence and data science.

The Strategic Context

- Risks posed by cyber threats and cyber-crime continues to increase.
- 91% of CybSafe users no longer exhibit high risk phishing behaviour*.
- Up to 85% of breaches are down to human error. Many are preventable.
- An effective cyber resilience strategy should include technology, process AND people.
- 83% of CybSafe users are more likely to see themselves as part of the security solution*.
- It's the law - data protection legislation mandates that companies address human cyber-risk.

Our Approach

An Intelligent Solution which blends four things

1. **Psychology —** Training and awareness
2. **Artificial intelligence –** Advanced technology
3. **Behaviour Science –** Attack simulation
4. **Data Science –** Risk insight and analytics

Even if you're just looking for progressive, measurable, accredited awareness training content or phishing simulations, CybSafe is a perfect way to start and gives you the option of so much more as your cyber-security program matures. It is an intelligent, data-driven approach to cyber-security awareness that reduces the cost and complexity of administering a modern cyber-security, data protection and privacy awareness program. The blended use of innovative technology with scientific, evidence-based design means that the platform uses AI-machine learning and NLP, psychology and behaviour change theory to increasingly deliver carefully tailored software experiences that optimise and personalise to users over time. This saves you time, money and is highly effective.

*Source CybSafe (www.cybsafe.com)

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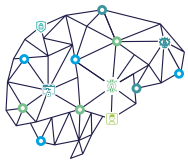
The 5 steps to your GCHQ certification

Step 1: Improving awareness

The first step to making your people a defence is improving their security awareness. Platforms have existed to improve security awareness for decades. The trouble is, for the most part, they're simply tickbox exercises designed to help organisations meet compliance obligations.



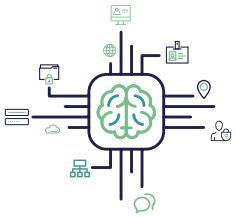
Step 2: Changing behaviour

For people to become your ultimate defence, their behaviours must also change. Studies show people typically take unnecessary security risks online – even when they're aware of the risks. Supportive simulated attacks monitor changes in security behaviour, demonstrating behavioural change and ensuring security remains at the forefront of people's thoughts.

Step 3: Building a culture of security

Building a culture of security has long been seen as the holy grail of security. A culture of security is also notoriously difficult to achieve, largely because culture is so difficult to measure. CybSafe's analytical engine quantitatively measures your people's thoughts, feelings and attitudes towards security. It then fosters a culture of security through:

- Demonstrating the tangible value of security
- Explaining the personal and professional benefits of security
- Ensuring content is accessible
- Making messages personal
- Facilitating questions and feedback
- Encouraging security conversations
- Keeping security simple



Step 4: Making changes permanent

Security rarely remains static. Existing threats evolve, new threats emerge, new regulations materialise and security fatigue sets in. To ensure changes are permanent, Viadex evolves with the needs of your organisation. Viadex learns and monitors individual knowledge levels, behaviour patterns, organisational culture and the ever-evolving techniques of criminals. It then leverages applied machine learning and AI to support at-risk departments and individuals.

Step 5: Analytics and reporting

Our award-winning, cloud-based SaaS platform leverages advanced data analytics and cognitive technologies to provide insight on individual human cyber-security and data protection risk in real time. Track progress, visualise vulnerability and understand risk.

- **Retained learning insight**– to measure how well information is being retained and if your people are actively protecting your information.
- **Enhanced reporting** – improving your in-house ability to report on people-related cyber-security risks.
- **Detailed analytics** – providing intelligence and insight into areas of vulnerability and exposure.

"Information Security training has been for too long nothing more than a mandatory tick box exercise. CybSafe has allowed us to see and understand various aspects of our human cyber risk profile that we simply wouldn't get from training and phishing. Reporting on the Educational, Behavioural and Cultural means we can clearly identify any changes in security behaviour and respond accordingly. Most importantly, my people love it and use the lessons both in their business and personal lives."

Steven Pendleton
Chief Information Security Officer

BMT

Call **+44 20 8739 1000 to find out more or make an appointment with one of our experts.**

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