



Meet Fran.

A loyal employee whose error cost the company \$6,402,338.

Fran received cyber awareness training, but it didn't stick. We make it Stick... find out how.

THREATREADY SECURITY AWARENESS TRAINING

FACT:

Changing your own behavior is hard...

Changing someone else's behavior is even harder!

We know it and that is why we have developed a solution built upon advanced learning and behavior science techniques; Phishing simulations and full service that is proven to effectively change behavior.

We deliver for you a steady campaign of short yet engaging activities, including Phishing, that are effective at educating your employees on key cyber security risks and continually nudging their behavior in a safe direction. Your entire campaign will be managed and monitored for you by our professional Client Services team, that interact with you as frequently as required to customize, review and revise the ongoing campaign.

ThreatReady's holistic approach to awareness training will mitigate your organization's cyber security risk.

95%

OF BREACHES ARE CAUSED
BY HUMAN ERROR
*IBM 2015 Cyber Security
Intelligence Index*

\$6m

AVERAGE COST OF BREACH
IN US
*IBM 2015 Cyber Security
Intelligence Index*

47%

OF COMPANIES ARE NOT
DOING ANY TRAINING OR
AWARENESS ON CYBER
SECURITY
*PwC Global State of Information
Security Survey 2016*

KEY BENEFITS

PROVEN TO CHANGE BEHAVIOR

ThreatReady's steady stream of science based methodology, phishing simulations, and comprehensive service is proven to be more effective at bringing about behavior change than annual/quarterly eLearning paired with phishing.

SCIENCE BASED

Every micro-learning campaign asset we execute implements multiple advanced learning and behavioral science techniques. Our communication campaigns will nurture a security conscious culture for you where your employees feel responsible for the protection of your company's systems and information.

SIMULATED PHISHING

Our simulated phishing campaigns take every opportunity to teach and communicate good behavior, with instruction on what to look for and a quick review of the relevant teaching content.

MANAGED SERVICE

We make it happen with you and for you! Consider us an extension of your Communications staff. With a proven track record and more than a decade of experience working with hundreds of the world's largest organizations on their e-learning solutions, our in-house staff of client managers engage with you to apply and customize our best practice strategies and solutions.

Our client services team will continually measure all data inputs including survey, assessment, phishing & campaign participation results for you and make ongoing tactical recommendations to advance your campaigns effectiveness whilst building an annual report which demonstrates how we have changed the employee awareness.

TR-360 PLATFORM **ADVANCED MICRO-EDUCATION**

Our corporate awareness training platform will provide your employees with an engaging micro e-learning experience that through science, phishing and service is proven to effectively change behavior and mitigate risk. Hear what our clients are saying...

"We needed to reinvent what Information Security & Data Protection training could be like for our employees and get them interested again. ThreatReady's light engaging campaign assets have effectively changed our employee's perception on this important topic and we are thrilled!"

A BEST PRACTICE APPROACH TO DELIVER BEHAVIOR CHANGE

#1
*TONE & FREQUENCY
MATTERS*

#2
*MAKE IT QUICK &
MAKE IT STICK*

#3
MAKE THEM CARE

#4
GO WHERE THEY GO

#5
*LET IT BE OUR
PRIORITY*

THREATREADY[™]

