

# KnowBe4 battlecard

## Company overview



KnowBe4 is a market-leading security awareness training and phishing simulation platform designed to address a company's security culture. It helps users spot and understand suspicious threats such as ransomware and malware, creating a fortified human firewall.

## Product

KnowBe4's product suite includes Security Awareness Training, Compliance Plus, PhisheER Plus and Security Coach. Key features include:

- Monthly awareness training for all staff
- Phishing simulations to educate employees
- Reported phishing threats are turned into training material
- Short, 'binge-worthy' training content designed to entertain and engage users
- Training plans tailored to new starters covering compliance and HR topics
- Monitoring risky behaviour with real-time alerts to employees
- Insight reports give visibility of strengths and weaknesses in the company's security culture
- Customisable phishing simulation templates

## Benefits

- Raise awareness – train employees to spot the signs of malicious email attacks
- Increase defences – add a crucial layer of defence that cybersecurity products can't provide
- Reduce threats – awareness training reduces the risk of a successful attack or data loss
- Real-time threat detection – proactively identify risky behaviours and turn reported emails into training simulations
- A strong security culture – creating a positive, safe space for employees to raise security incidents
- Fast, entertaining training – short, enjoyable training content keeps employees engaged
- Ongoing cybersecurity training – mitigate risk over time and generate continuous awareness as threats evolve
- Flexibility – adapts training to cater to specific job roles and sectors

	<b>knowbe4</b> % of users rating 4 stars or above	<b>Mimecast</b> % of users rating 4 stars or above	<b>usecure</b> % of users rating 4 stars or above	<b>Overview</b>
<b>Quality of support</b>	<b>94%</b>	<b>75%</b>	<b>94%</b>	According to G2 2024 Security Awareness Training report, KnowBe4 has the largest market presence among products in security awareness training. 98% of users rated it 4 or 5 stars and 93% of users have said they are likely to recommend KnowBe4 Security Awareness Training to others.
<b>Ease of use</b>	<b>92%</b>	<b>89%</b>	<b>93%</b>	
<b>Meets requirements</b>	<b>95%</b>	<b>85%</b>	<b>93%</b>	
<b>Ease of admin</b>	<b>91%</b>	<b>81%</b>	<b>93%</b>	
<b>Ease of setup</b>	<b>90%</b>	<b>83%</b>	<b>92%</b>	
<b>Phishing assessment</b>	<b>94%</b>	<b>79%</b>	<b>94%</b>	
<b>Continuous assessment</b>	<b>90%</b>	<b>78%</b>	<b>93%</b>	
<b>Interactive training</b>	<b>89%</b>	<b>73%</b>	<b>92%</b>	

## Objection handling

### Can I create customised training plans, such as new starters?

Yes, KnowBe4 can work with you to generate tailored plans.

### It's hard to engage staff with continuous training?

Team training can be a slog, but KnowBe4 makes training and simulations entertaining and the series of short training videos keep employees engaged.

### We have lots of cybersecurity in place. Do I really need awareness training?

Although cybersecurity technology is a great defence against cyber threats, it cannot defend against human error. Employees are the first line of defence and 47% of successful breaches come from humans.

### I don't want to make my employees feel shamed or attacked.

KnowBe4's approach encourages employees to be forthcoming with suspicious emails, taking a positive, preventative approach to cybersecurity.