

# 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 help 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

	<div>KnowBe4 <small>Human error. Conquered.</small></div> <div>% of users rating 4 stars or above</div>	<div>Mimecast</div> <div>% of users rating 4 stars or above</div>	<div>usecure</div> <div>% of users rating 4 stars or above</div>	Overview
Quality of support	94%	75%	94%	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.
Ease of use	92%	89%	93%	
Meets requirements	95%	85%	93%	
Ease of admin	91%	81%	93%	
Ease of setup	90%	83%	92%	
Phishing assessment	94%	79%	94%	
Continuous assessment	90%	78%	93%	
Interactive training	89%	73%	92%	

## 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.