



## MSAT – Managed Security Awareness Training

Security is about more than technology. Best practice policy and process underpin a successful security strategy. People and products help to enforce it. With the growing risk of cyber-crime, data loss, malicious network attacks and just simple mistakes by staff, the need for effective end-user training has never been greater.

At the same time, a growing list of compliance requirements now mandate user awareness training:

**GDPR** Under Article 39: "The data protection officer shall have at least the following... awareness-raising and training of staff involved in processing operations, and the related audits"

**PCI DSS** Under 12.6: "Make all employees aware of the importance of cardholder information security"

**ISO27001** Under 8.2.2: "All employees of the organisation should receive appropriate awareness training and regular updates on organisational policies and procedures, as relevant for their job function"

**PEOPLE YOUR LAST LINE OF DEFENCE!**  
...the biggest weakness or greatest asset



91% of all data breaches are reported to start with a spear phishing email



Ransomware costs are expected to approach £16 billion in 2021



81% of breaches in 2018 were caused by weak or compromised passwords



CEO Fraud/Business Email Compromise (BEC) cost businesses in excess of £7 billion in 2018



## CREATE YOUR HUMAN FIREWALL

*"You and your team have made my life much better in dealing with employee awareness. It is very appreciated and has given us a boost up with our regulatory requirements and preventative measures"*



### KEY BENEFITS:

#### REDUCE OPERATIONAL OVERHEADS



- Reduce help desk calls
- Reduce cleaning and reimaging of machines
- Reduce downtime and increase productivity

#### MITIGATE ORGANISATIONAL RISK



- Reduce the number of malware infections
- Reduce the likelihood of data loss
- Reduce the threat of cyber theft



HELP YOUR STAFF BE SAFE IN THEIR WORK AND PERSONAL DIGITAL LIVES





## MSAT METHODOLOGY



**1) Baseline Testing**  
establish the level of your organisational risk



**2) Train Your Users**  
foundational, on-going, regular training events



**3) Phish Your Users**  
regular testing to change security behaviour



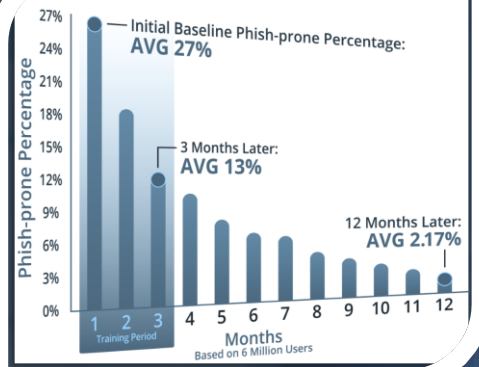
**4) Analyse Results**  
define risk areas, target training and phishing



**5) Repeat & Mature**  
increase difficulty, target departments, vary training

MSAT POWERED BY **KnowBe4** | a specialist team using the market leading platform = proven results

Figure 1. Magic Quadrant for Security Awareness Computer-Based Training



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**COUNTRYSIDE**  
Places People Love

**MCLAREN**

**BC Partners**

## MSAT DELIVERABLES



### Welcome Pack

This will guide you through all the prerequisite considerations before launching your training programme across the business. This ensures maximum stakeholder buy-in, employee engagement, and ultimately superior training outcomes.



### Structured Plan

We build out a structured 12 month phishing and training plan for you, based on your organizational requirements. This is regularly reviewed as we move through the programme in light of reporting and the changing needs of your users.



### Bespoke Experience

For premium customers we will customise your console for you, so that users see a 'familiar face' when they access their training content. We also make bespoke training notification templates and phishing landing pages for you, in line with your corporate branding.



### Executive Reports

Each month/quarter we provide you with an executive report, detailing the results of the phishing simulations, training progress, and most importantly identifying your key areas of risk across the business. We then work with you to effectively mitigate those risks going forward.



MSAT SERVICE LEVELS

FEATURES	CORE	PREMIUM
Guided onboarding	✓	✓
Training enrolment emails	Standard	Custom
Phishing landing pages	Standard	Custom
Monthly phishing test	All Users	Targeted
Monthly company-wide training	Standard	Custom
Monthly remedial training	Standard	Custom
Executive reporting	Quarterly	Monthly
Induction training	Standard	Custom
Infosec policy management		✓
Smart groups		✓
Blind IT test		✓
Quarterly IT newsletter		✓
Awareness Posters		✓
Progress review meetings		✓
Password security test		✓
Email security test		✓
On-site training	Available at additional cost	

THE MSAT TEAM



Saepio AM

Commercials, service reviews, escalations



Saepio Solutions Team  
Feeding knowledge, awareness and ideas into the MSAT Service



MSAT TEAM

Working as an extension of your in-house team



KnowBe4 Team  
Dedicated channel manager and technical support staff



KnowBe4 Directors  
EMEA MD