

### CASE STUDY

#### About TechForce

Founded in 2017, TechForce is an Aberdeen-based cybersecurity solutions provider. Having first established as an IT Support provider, in 2019 the company identified a gap in the market and pivoted to focus exclusively on cybersecurity. Their small, agile team supports a client roster of around 120 businesses and these vary across industries, private & public sectors and includes organisations that employ over 10,000 people.

#### Challenges Faced by TechForce

Before the partnership with KnowBe4, TechForce did not offer any solutions or products that focussed on strengthening security awareness. This was an area many of TechForce's clients were beginning to enquire about, especially with the growing realisation of how important a security aware workforce is. Some clients would take it upon themselves to handle security awareness training internally, either by sending email reminders or building their own training tools. However, having a fully-fledged dedicated security awareness solution was desired, and with remote working becoming the norm due to the global pandemic, TechForce has had a lot more customers noticeably asking for help and seeking security awareness training.

#### The Remedy

To find a suitable solution, Jai Aenugu, Managing Director at TechForce, went to market to seek out possible vendors that had security awareness capabilities. It was during this search that TechForce was alerted to KnowBe4 through one of their own customers. During the onboarding process, the customer wanted clarity on whether TechForce supported KnowBe4 or if they were a KnowBe4 partner. After further research and investigation, Jai saw the benefits that KnowBe4 could bring and signed TechForce as a partner in 2018. KnowBe4's offering clearly stood head and shoulders above the competition and Jai has been grateful in finding the company. He said:

***"Thankfully, once we came across KnowBe4, they helped us provide the state-of-the-art security awareness training tools to our customers and we haven't had to look anywhere else since."***

The rest, as they say, is history.

#### Implementation/Roll Out

Since becoming an official KnowBe4 partner, out of the 120 customers TechForce has on its roster, 31 are actively using KnowBe4 products and this is set to increase in the months to come. Customers are actively seeing the benefits of the training modules and simulated phishing tests and this is furthering the demand for more of KnowBe4's services.

As well as supplying KnowBe4 security tools to customers, TechForce also leverages KnowBe4 training for in-house security training. Whether it's for new users or existing staff, Jai wants to ensure everyone in his company is being kept up to speed.

#### Results

The outcome of the KnowBe4 partnership has been extremely valuable and the experience highly positive for TechForce, both in terms of interaction and financially. In fact, almost 70% of TechForce's revenue comes from the business generated from the KnowBe4 partnership. Because it has proven to be fruitful, Jai states this is one of the contributing factors as to why TechForce has shifted its focus from IT Support to cybersecurity, as it has enabled them to push their own boundaries. In his own words, Jai stated: ***"In the past before KnowBe4, we were unable to help potential customers that had over 10,000 employees—it would have been unimaginable."***

As it stands, TechForce has generated up to 33,000 KnowBe4 subscriptions in two years with 15,000 sold in 2020 alone. Jai continues to commend the KnowBe4 team saying:

***"Everything has been great since being setup with KnowBe4. The team we deal with at KnowBe4 is brilliant, very supportive and they are always available to help us when training is required. Furthermore, the KnowBe4 platform and its content is of a premium quality, being both the best and the biggest in the world. It is diverse, has great variety and choice and we knew our customers would benefit from this—and many of them are. So, when we explain this to potential customers, it's a relatively easy sell and we never face any hesitation."***

It's clear TechForce is prospering from the KnowBe4 partnership and they hope this positive experience continues.