

CASE STUDY

Sun Chemical and KnowBe4: Empowering Users to Elevate Security

Over the last 200 years, Sun Chemical has become the world's largest producer of printing inks, coatings and supplies for the packaging, publication, commercial, industrial, and digital markets. The company is known for its color expertise, innovative technology and an ongoing commitment to quality and service. Over the past two centuries, it has grown to be a trusted enterprise brand with numerous locations around the world.

Despite its size and global position in its industry, Sun Chemical operated with a selected team of cyber security experts. Tatiana Butcher, cybersecurity awareness manager with the company, shared that even though the team is highly effective and experienced, the company employees also needed a higher awareness of the work they were accomplishing as well as the potential risks that users can present to an organization's overall security posture.

The Challenge

The 10,000+ Sun Chemical employees that Butcher works with around the world did need a higher level of cyber security awareness training, and as an organization they were ready to find the best platform to be implemented and build a stronger security firewall. "Our security team always worked hard to stop any potential threats coming through. Even though we have always had other security tools and measures in place to block these attacks, cyber security training was another piece our Infrastructure Security team was ready to implement as well. Security awareness training is definitely necessary to any organization to prevent cyber threats and risks."

Launching KnowBe4's Security Awareness Platform

With a new interest in educating users, the security team began looking for a partner. KnowBe4's security awareness platform was recommended to a member of the Sun Chemical security team, and, after reviewing the details and functionality, the team quickly agreed to move forward with the platform.

"Implementing KnowBe4 was very easy. We had a couple of meetings and the team was able to go over the platform and how to use it," said Butcher. The one challenge Butcher faced during implementation was not due to KnowBe4. "KnowBe4 has a strong Active Directory integration, but we weren't able to use it because of internal constraints. We had to enter 9,000+ users manually."

Once implemented and the large number of users added, Sun Chemical was ready to start training its employees. "We ran a baseline test and came back with a Phish-Prone™ Percentage of 19.2 percent. Even though it was a much lower percentage based on our industry and company size (about 38 percent at the time), we were ready to bring this number down and reach our goal by continuously testing and training our users. I worked with KnowBe4 to help define how often I should train our users and how often we should run phishing tests to reinforce training."

Butcher decided to use the [Kevin Mitnick Security Awareness Training](#) for all users as a foundational educational element. From there, she started running short videos every month for users and uses phishing

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tests about every two weeks. Because Sun Chemical has a global workforce with a variety of languages to consider, Butcher staggers simulated phishes so that no one can predict what simulation is coming to them or their region. And while she mainly uses templates for those simulated phishing tests, Butcher has found that **PhishER**, which allows users to report suspicious real emails to the security team, is great fodder for creating additional tests.

“PhishER means we see what threats are really happening in the wild, which helps us spot trends. We now know that emails offering free pizza or Starbucks are very tempting to users. We also know that subject lines about Amazon package deliveries are appealing, which has helped us train users not to connect their corporate email addresses to personal accounts like Amazon or social media.”

Additionally, Butcher understood that some departments are at greater risk of being targeted than others due to the nature of their jobs. She did 1:1 training with the credit and accounts payable departments, which are also in Cincinnati, because they can be bigger targets. “I was able to do some role-based training, which was really helpful.”

Significantly Lowered Risks & Improved Internal Culture

Since implementing KnowBe4 at Sun Chemical, the security team has seen a lot of change.

The monthly trainings and fortnightly phishing tests have reduced the company’s Phish-Prone Percentage from nearly 20 percent to a mere four percent globally. “We know what’s possible now and are working to reduce this number further,” says Butcher.

Beyond hard metrics about how much more secure users are now, Butcher has found that the security culture within Sun Chemical has changed. Users know what the security team does now because they are part of the team’s every day work.

“Initially they were somewhat resistant to training—they were one more thing to do in an already busy schedule. Now we get feedback about how strong and helpful the trainings are. We have users come to us proactively if they click something they are concerned about. There’s no fear and no hiding, which makes our company security so much stronger.”

Since the beginning, Butcher has been impressed with the support she and the security team have received from KnowBe4. “It doesn’t matter how hard we work to prevent threats. It doesn’t matter how many tools we have or how many people we have on our team if the users aren’t aligned with what we are doing. It all starts with the users. KnowBe4 has helped us get that alignment and has been a great addition to our security department and what we were already previously doing.”

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