KnowBe4

CASE STUDY

Energy Giant and KnowBe4 Nearly Eliminate Click Rates and Build Security Evangelists

One of the largest integrated energy organizations in Africa needed to minimize the human element of cyber threats. Based in western Africa, with businesses and operations across the entire spectrum of the energy value chain, a company-wide risk assessment revealed that nearly 70% of the security incidents the organization had experienced were related to human factors.

Despite efforts to educate users through policy-focused communications, the impact was limited. Incidents continued to occur and the organization's security maturity remained low — and risky.

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Seeking to build security awareness within its user base, representatives from the organization traveled to the U.S. for a workshop hosted by KnowBe4's former chief hacking officer, Kevin Mitnick, in which he spoke about the human element of cybersecurity. Upon further investigation, the organization's information security operations center (SOC) manager discovered that Mitnick had helped develop the **KnowBe4 Security Awareness Training platform** to help educate users about phishing risks and how to avoid them.

"We did an evaluation and found that the KnowBe4 platform addressed the areas we felt we had a deficiency," says the organization's SOC manager. "Developing training and testing content to push out to our users was a big challenge for us. What we created on our own and sent out to our users simply wasn't read. We found that KnowBe4 had compelling content already created, which made it extremely attractive to us."

The SOC manager engaged with **Solvitur Systems, LLC**, an information technology and management consulting organization, to learn more about KnowBe4 and explore bringing the platform on at his organization.

Industry

Dynamic global energy organization with businesses and operations across the entire spectrum of the energy value chain

Headquarters

West Africa

Challenge

Reduce security incidents related to human error

Success by the Numbers

- Reduction of Phish–prone™ Percentage from 70% to 25% within four months. Further reduced to less than 10% within one year

- Users are reporting an average of 140 suspicious emails every month via the Phish Alert Button, greatly improving the effectiveness of the response team

- Employees have embraced security awareness as a concept and act as evangelists for what they have learned

- Strong relationship with KnowBe4 will soon expand to include other products

Adding Value Through Partnership

The organization experienced several management changes that put the purchase and deployment of the KnowBe4 platform on hold. After overcoming the internal administrative changes and the COVID-19 pandemic, which had stalled certain programs, The SOC manager worked with Solvitur Systems, LLC. Solvitur Systems played a pivotal role in improving the cybersecurity posture of the organization through the seamless integration of the KnowBe4 platform.

As the value-added-reseller and integrator engaged by the organization, Solvitur Systems, a KnowBe4 Premier Partner, orchestrated the procurement of a three-year Diamond subscription license for KnowBe4. The team meticulously conducted a requirements workshop, designed a customized product blueprint, and oversaw the integration of KnowBe4 with the organization's existing infrastructure, including the email management system, Active Directory and Learning Management System (LMS).

Solvitur Systems also provided hands-on training to the organization's in-house IT staff, covering platform usage, administration, project management and executive governance. Their expertise extended to documentation adhering to the organization's IT project delivery framework, ensuring the project's alignment with industry best practices. Post-implementation, Solvitur Systems continued to support the organization by assigning a dedicated Customer Success Manager (CSM) for a year of comprehensive support, demonstrating a commitment to sustaining the efficacy of KnowBe4. This collaborative effort resulted in a successful rollout of security awareness training and simulated phishing tests for 5,000 users.

The organization benefited from enhanced security awareness, tailored phishing simulations, and a strong cybersecurity foundation, all orchestrated under the strategic guidance and implementation expertise of Solvitur Systems.

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Simulated Phishing Test Reveals Need for Security Awareness Training

Once onboarded, the SOC manager used KnowBe4 to conduct an initial baseline simulation in which a test email was sent to users to gauge their phishing awareness. The results of this simulated test gave the SOC manager a Phish–prone™ Percentage (PPP), or the likelihood that users will click on a phishing link.

"About 70% of our users clicked on the link inside the simulated phishing test we sent out from KnowBe4," the SOC manager says. "A PPP this high reaffirmed the urgent need to address the human aspect of cybersecurity risks inside our organization."

The SOC manager shared this high PPP with his organization's management team, who urged him and his team to do more to educate users.

"The content we receive from KnowBe4 is excellent. Trainings are short and engaging, but highly effective. We can choose simulated phishing tests that are timely and topical, which challenge our users and help grow their skills."

A Cadence of Targeted Trainings and Simulated Testing Proves Powerful

The SOC manager and his team set out to reduce the organization's PPP. With monthly trainings and quarterly simulated phishing tests, he was able to bring down the PPP from 70% to 25% in four months.

"The content we receive from KnowBe4 is excellent. Trainings are short and engaging, but highly effective. And we can choose simulated phishing tests that are timely and topical, which challenge our users and help grow their skills," the SOC manager says.

For users that continue to struggle with identifying phishing emails — either real or simulated — more frequent and specialized KnowBe4 trainings are provided.

"The fact that KnowBe4 lets me provide different flavors of trainings to different users with different needs is extremely useful," the SOC manager says.

For instance, one employee clicked on a legitimate malicious link that launched an attempted ransomware campaign. Another did not use proper authentication, which resulted in a different incident.

"We were able to very quickly contain and remediate these issues," the SOC manager says. "But it showed us and our users that there is a need to continually advance our skills. Through KnowBe4, we were able to provide very targeted trainings to the users that caused these incidents and help them grow as employees."

Creating Security Awareness Evangelists

The organization has been using the KnowBe4 platform for a year, and its PPP has dropped even further. Today it's at less than 10%, more than 60% lower than where it started 12 months ago.

Additionally, the organization has since deployed the KnowBe4 Phish Alert Button (PAB), a small icon inside their email client that allows users to quickly forward suspicious emails to the security team for analysis. Since using the PAB, users have reported 140 emails per month on average, greatly contributing to the effectiveness of the organization's response team.

"Our program has matured so much since working with KnowBe4 and our employees have become champions of security awareness."

"The Phish Alert Button is an excellent feature from KnowBe4 and one that our users are excited to use," the SOC manager says.

More than a reduction in PPP, the SOC manager is proud of the culture that KnowBe4 has helped him create within his organization.

"Today, thanks to KnowBe4, we all truly embrace security awareness," the SOC manager says. "Our program has matured so much since working with KnowBe4 and our employees have become champions of security awareness. They evangelize it within the organization, which is more than I could have hoped for."

The SOC manager looks forward to an ongoing relationship with KnowBe4 that will soon help his organization deploy **PhishER**, KnowBe4's lightweight security orchestration, automation and response (SOAR) platform that orchestrates threat response, manages high volumes of potentially malicious emails and automatically prioritizes potential threats to make it easier for security operations teams to respond.