

CASE STUDY

Spectris and KnowBe4 Partner to Deliver Crowd-Pleasing, Effective Security Awareness and Compliance Training

Spectris plc specializes in precision engineering and instrumentation. They provide high-tech instruments, test equipment and software to many of the world's most technically demanding industrial applications with the aim to make the world cleaner, healthier and more productive. Headquartered in the UK, and with almost 8,000 employees located in more than 30 countries, Spectris has two subdivisions – Spectris Scientific and Spectris Dynamics and two further operating organizations that offer services around the world.

When current CISO Ian Brown joined Spectris in January 2020, KnowBe4 had just been implemented on a three-year contract, but the progress and benefits seen has led to Spectris renewing for another three years. Here's why.

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Adaptable Training That's Readily Available

When KnowBe4 was first implemented at Spectris, the security awareness courses selected were aimed at testing workers on security best practices in the office environment. However, with the organization thrust into remote working due to the pandemic, Spectris had to pivot and change the content as the same office-based messages were no longer as relevant with most workers working from home.

"We shifted the training to remote working, how to be secure in the home environment, how to secure your routers, etc. instead," Brown says. "We then supplemented these with an optional series of remote working courses as well as simulated phishing that again focused on how an individual can protect themselves at home rather than in the workplace."

Spectris

Industry

High-Tech Manufacturing

Headquarters

United Kingdom

Challenge

Deliver varied, effective security awareness training to a diverse workforce

Success by the Numbers

- Phish reporting improved from around 20% to 40% in a year
- Successfully deployed monthly simulated phishing tests
- Deployed training content in 40 languages
- 98% of staff completed 10 training courses a year
- Average course content score of 4.6 stars out of five stars given by employees

Brown explained these tended to be commercial phishing attacks rather than corporate-focused as users were more likely to be using personal devices due to blurred work-life balances. Having a personal view on how an individual can implement good cyber hygiene at home was first applied in 2020, and Spectris continues to do this successfully today thanks to KnowBe4's updated training.

Ethical Training with KnowBe4

Looking for alternative security awareness training providers wasn't an option for Brown due to the strong relationship established with KnowBe4, which was built from the positive experience during the COVID-19 pandemic.

"I spoke to peers in the industry and KnowBe4 is commonly used. The ongoing positioning, communication and training coming from KnowBe4 is both helpful and positive," Brown says. "This bolstered our opinion of them, the relationship with KnowBe4 is not transactional, they understand our business and make suggestions on course content that might be relevant for us."

"We needed a provider that had a strong reputation and is constantly evolving while meeting the demands of the needs of its customers."

Brown and his team had reviewed the Gartner® Magic Quadrant™ for Security Awareness Computer-Based Training (CBT), which positioned KnowBe4 well, and reaffirmed their choice to renew. In the renewal, Spectris included the **Compliance Plus** library of content to help ensure they continue to be compliant with the various industry regulations the organization must adhere to. Being a global leading manufacturing and engineering organization that's operated for over 100 years, Spectris cannot afford to make a poor decision with their security awareness provider.

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"We have confidence in KnowBe4's ability to handle our business changes and this is why they were initially chosen, and the contract recently renewed," Brown says. "We needed a provider that had a strong reputation and is constantly evolving while meeting the demands of the needs of its customers."

Security Awareness Training for Everyone

At present, Spectris, with the help of KnowBe4, delivers a security awareness test at least 10 out of 12 months a year. Brown and his team will pick selected courses that are appropriate for that time of year, and these are delivered internationally across the entire organization and sub-divisions. This also includes phishing campaigns that are more tailored to the specific organizations owned by Spectris and the regions they operate in.

"Every email we send is tailored because training that is completely uniform would not be beneficial," Brown says. "We have 40 languages covered so the individual can choose a course in their native language, which is another great KnowBe4 feature."

Brown's team also conducts targeted simulated spear phishing using the KnowBe4 platform, but Brown stresses these are conducted ethically.

"We have strict rules on phishing and who it's sent to because the last thing we want to do is upset someone or do an exercise that is in any way non-inclusive, because that's not the sort of company we are," Brown says. "With that said, my team will actively test all departments, including the security team, with phishing exercises because we must stay on our toes. Thankfully, I haven't fallen for one but that doesn't mean I won't in the future!"

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Positive Response From the Workforce to the Board-Level

Spectris has mandated that training pass rates for all courses need to be 95%. When talking about the workforce’s response to the training, Brown is happy with the reaction.

“Speaking broadly, the training has been received well, especially the short two-to-three minute courses. Most people love it. Brown says. “We take feedback and this helps us understand what’s working, what we may need to change going forward and which learning techniques are suited to which individual. We also run sentiment mapping to ensure all comments whether positive or negative are learned from.”

“If the course message is understood, then we are happy and over time we have noticed training completions have improved,” Brown says. “We’re getting such high levels of penetration it gives us the

confidence to say to our customers that we are well trained on cyber from a human point of view.”

The improvement in security awareness has also provided confidence to senior members of the organization.

“Reporting to the board level executives has been made easy thanks to the stats we can provide, and this confidence is shared with our investors who can see the right direction we are going in,” Brown says.

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Brown goes on to explain the benefits of partnering with KnowBe4: “The uniformity of training and delivery makes my job so much easier. The platform is holistic, well stocked with a variety of fresh content giving me choice from a whole range of predefined courses. At the same time, I can go in and tailor the training to the specific needs of the individual, department or organization and the multiple learning systems. I really don’t have any worries with KnowBe4.”