# SecurityCoach
## Integration Brief

**KnowBe4**
Human error. Conquered.

**CLOUDFLARE®**

KnowBe4's SecurityCoach integration with Cloudflare Area 1 allows you to leverage email safety monitoring to send real-time SecurityTips to end users that put themselves, and the organization, at risk.

## The Problem

➜ Social engineering techniques like phishing, spear phishing, and impersonation are increasingly being used by cybercriminals to manipulate your employees, causing downtime and security breaches

➜ The human factor is involved in 82% of data breaches, according to the 2022 Verizon Data Breach Investigations Report

➜ The average SOC team receives an average of 11,000 alerts per day, resulting in alert fatigue and analyst burnout

➜ Users forget 50% of information they learn within one day and 90% within one week without engaging and frequent reinforcement of their training

## Managing the Problem

➜ SecurityCoach uses Cloudflare APIs to analyze data and identify end user risky security behavior

➜ You easily configure real-time coaching campaigns using your own security policies and the different categories of risky behavior

➜ SecurityCoach delivers the contextual, real-time SecurityTips you choose, using the ready-made graphic template library and optional custom notifications

## Use Case Examples

➜ Email Safety - When Cloudflare detects unsafe URLs in emails, SecurityCoach can coach the user on safely working with links in emails

➜ Malware Avoidance - When Cloudflare detects Malware in an email attachment, SecurityCoach can coach the user on malware avoidance and safely working with email attachments

## Benefits and Outcomes

➜ Measurable reduction in risk and a stronger overall security culture

➜ Improved comprehension and retention of your security awareness training, best practices, and established security policies

➜ Significant additional value from your existing investments in KnowBe4 and Cloudflare

➜ Time saved for SOC analysts and improved efficacy through automation and reducing alert noise caused by users repeating risky security behaviors

## About KnowBe4 SecurityCoach

SecurityCoach enables real-time security coaching of your users in response to risky security behavior. Based on rules in your existing security software stack, you can configure your real-time coaching campaign to determine the frequency and type of SecurityTip that is sent to users at the moment risky behavior is detected.

## About Cloudflare

Cloudflare, Inc. (www.cloudflare.com / @cloudflare) is on a mission to help build a better Internet. Cloudflare's suite of products protect and accelerate any Internet application online without adding hardware, installing software, or changing a line of code. Internet properties powered by Cloudflare have all web traffic routed through its intelligent global network, which gets smarter with every request. As a result, they see significant improvement in performance and a decrease in spam and other attacks.

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