



The human risk management platform

# Risk reduction and behavior change



# What is CybSafe?

“Risk reduction.”



That’s the response you’d probably get if you asked security awareness professionals what their ultimate goal was. It’s a simple answer, but the practice isn’t quite as straightforward.

While we can all agree on the end, there’s been a lot of uncertainty about the means. And, in that uncertainty, there lies the compliance-driven training that has become the industry norm—and the tick-box exercises that don’t change behavior or support measurable risk reduction.

Indeed, it’s this ineffective training that largely influenced the belief that people are “the weakest link”. Today, more and more security awareness professionals are coming to terms with the fact that people aren’t the problem:

**Traditional security awareness training and human risk management approaches are.**

We set out to solve that.

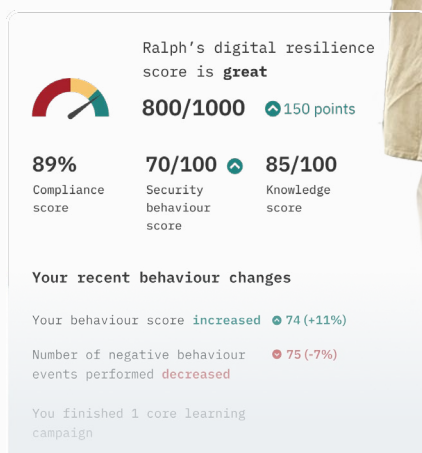
CybSafe is the human risk management platform that’s actually built for purpose. It’s powered by the world’s most comprehensive security behaviors database. Built by an industry-leading team of scientists, analysts, and security specialists. And designed to influence security behaviors, long term.

**It’s risk reduction you can measure, prove, and repeat. Finally.**

CYBSAFE APP

**Oops! Your password was found in a data breach 😱**

See a list of accounts where you’ve used it and change it now.



# Use cases

## 1. Measure, automate, and orchestrate

Use data integrations to measure behavior, automate behavior change, and adjust risk controls.

## 2. Insights, visibility, and reporting

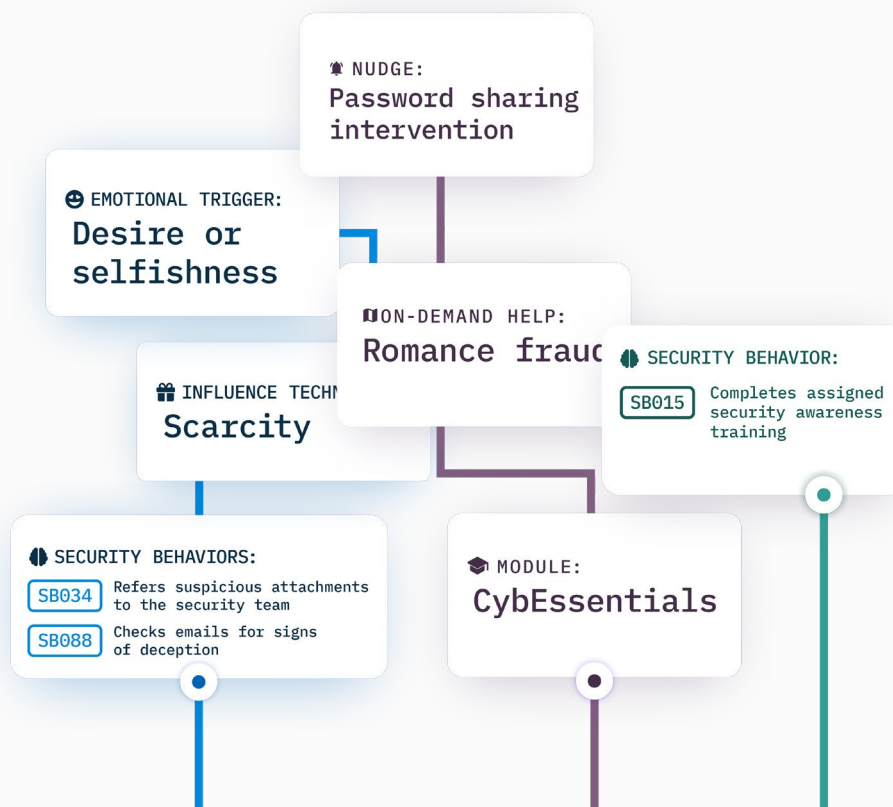
Access data analytics, metrics, and reports that provide deeper insight into human risk and security culture.

## 3. Compliance, security awareness, and education

Achieve compliance, improve security awareness, and educate users in a modern, data-driven, and scientific way.

## 4. Phishing and ransomware risk reduction

Reduce phishing and ransomware risk through scientifically-designed simulations and data insights that show behavior drivers.



# How is CybSafe different?

## Scientific, evidence-based software

CybSafe brings evidence-based insight, scientific expertise, and a proprietary behavioral classification framework to cybersecurity—and to your organization.

### SebDB

CybSafe is underpinned by a data-led model of human behavior that leverages SebDB—the world's most comprehensive security behavior database.

### Research and development

We have a market-leading, in-house Science & Research team, and a number of research partnerships with world-class academic institutions and security organizations. Our research is open to the public, and free of charge.

### Behavior change micro-experiments

The CybSafe platform delivers behavior change micro-experiments, and learns from them, too. So the efficacy of our behavior change interventions increases over time—a more scientific approach to changing security behaviors.

## Automated security nudges and coaching based on behavior event intelligence

Most people don't want or need more training. They need timely and effective support, reminders, and prompts. CybSafe makes it easy for you to automate alerts and nudges that promote better security decision-making.

Nudges can be triggered by your users' actions—we call this behavior event intelligence. This means you can personalize them for specific user groups and for specific behaviors—saving you time and effort.

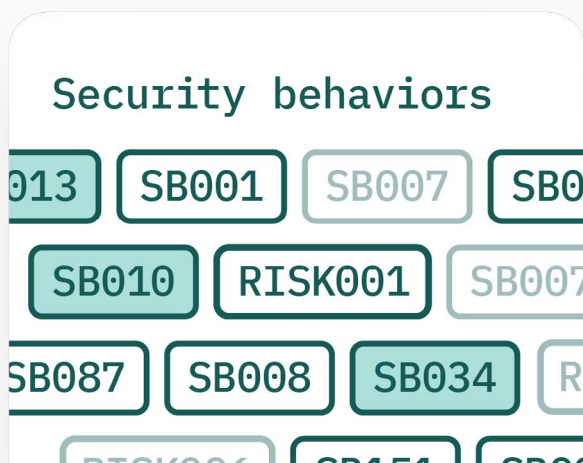
It also means you can achieve more, while doing less—a game changer for managing human risk in an intelligent, data-driven way.

### Maps cyber risk to user behaviors to help you decide what to focus on

CybSafe helps you work backwards from the risk outcomes you want to avoid, and shows you which user security behaviors to address.

This makes it easy for you to focus on the specific user behaviors that create the most risk for your organization.

Even our security training content, guidance, on-demand help, and advice are linked to security behaviors so you can easily decide what material to use, and when.



# Testimonials

THE FORRESTER WAVE™  
Security Awareness And Training Solutions  
Q1 2022



Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

CybSafe disrupts with a data-driven approach to managing human risk. Having pioneered a new approach to SA&T that uses data and metrics to change behavior and instill a security culture, CybSafe is working toward a future where SA&T measures and manages security behaviors.

The Forrester Wave™: Security Awareness And Training Solutions, Q1 2022

We help customers achieve measurable results

**60%**

reduction in targeted risky behaviors, across 22,000 people.

*Global banking customer*

**42%**

of people improved their passphrases through CybSafe intervention.

*NGO customer*

**50%**

increase in the likelihood that staff will report security breaches.

*Global banking customer*

## What customers say about



## GUIDE



Informative, innovative, and accessible. Modular learning with various ways of learning; good metrics to allow managers to understand staff learning and understanding.

*Insurance customer*



Very user friendly, doesn't require massive amounts of time to complete each module. The analytics are useful. Cybsafe is a fantastic platform for delivering bite-sized chunks of useful information. It means my colleagues don't need to spend loads of time on the platform to get the benefit from strong security awareness training.

*Global distribution customer*

## What customers say about



## PHISH



Senior leadership like that we can see when people have clicked on links and submitted data. It allowed us to see that users were more engaging in phishing emails in 'relaxed' periods such as Monday morning, lunchtime, and on Fridays. It was also good to see the behavioral analytics, as this allowed us to see that a lot of people were falling for 'IT comms'. This then allowed us to put out our internal comms to make sure users are aware of the domains we use internally.

*UK Government customer*

## What customers say about



## RESPOND



I thought it was probably just another tick-box training system like the others, but when I looked deeper CybSafe gave me a view of the whole organization through its dashboards and reports. I could not only see who had carried out the training, but I could measure people's progress—not just in the UK but across the globe.

*Technology provider*





The most scientific way to help people be more secure, GUIDE educates and engages your people—while helping you achieve compliance.

It's the intelligent, personalized solution marking a shift from the industry standard to an industry first—from ineffective tick-box exercises to a science-backed approach with a measurable impact on your human cyber risk.

Customizable and designed with the modern, remote or hybrid working environment in mind, GUIDE is the perfect complement to any human risk management strategy, and any organization.

Provide real-time digital assistance through the CybSafe mobile or web app, promote better security decision-making, and meet your local and global compliance requirements.

All with one easy-to-deploy, highly automated, and easy-to-administer solution.

**Q** I think I clicked on a phishing link. What should I do? **Search**

**Work**  
Threat focus

**Personal**  
Device security

**Passphrases**  
Using a passphrase is the single most effecti...  
[www.youtube.com/@CybSafe](https://www.youtube.com/@CybSafe)  
<https://www.youtube.com/@CybSafe> 14:39 ✓

**Core learning campaign**  
12 082 people

**89%** Compliance score **65/100** Security behavior score

**Audience:**  
All groups

**Delivery channels:**  
G, Microsoft, Email

**Behaviors targeted:**

- SB003 Uses a strong password or passphrase
- SB013 Reports known or suspected security incidents
- SB152 Does not log in with shared credentials

**Role-specific support**

**Certificate**

**Behavior nudge**

**On-demand help**

## Core features

Feature	What is it?	How does it help?
<b>Security awareness training</b>	Internationally accredited, award-winning security awareness training.	<ul style="list-style-type: none"> <li>▪ Meet local and global compliance requirements</li> <li>▪ Offer bite-sized, digestible training modules</li> <li>▪ Engage users with story-style content and videos</li> </ul>
<b>Content customization</b>	A way to make CybSafe security awareness training your own.	<ul style="list-style-type: none"> <li>▪ Annotate security awareness training content</li> <li>▪ Supplement CybSafe modules with internal documents</li> <li>▪ Personalize content for individuals or groups</li> </ul>
<b>Behavior goals and actions plans</b>	Security behavior prioritization and progress tracking.	<ul style="list-style-type: none"> <li>▪ Target specific security behaviors</li> <li>▪ Set custom behavior goals for individuals or groups</li> <li>▪ Design behavior action plans</li> </ul>
<b>Family and friends content sharing</b>	CybSafe content sharing (no additional accounts necessary).	<ul style="list-style-type: none"> <li>▪ Engage users outside the work environment</li> <li>▪ Secure your organization holistically</li> <li>▪ Raise security awareness in users' communities</li> </ul>
<b>On-demand advice and guidance</b>	A searchable database of security guidance, tips, and advice.	<ul style="list-style-type: none"> <li>▪ Access security FAQs on demand</li> <li>▪ Get the latest guidance on security behaviors</li> <li>▪ Fill in use knowledge gaps</li> </ul>
<b>User messages</b>	A direct line between users and the security team.	<ul style="list-style-type: none"> <li>▪ Communicate directly with users</li> <li>▪ Understand user sentiments and concerns</li> <li>▪ Facilitate anonymous reporting</li> </ul>
<b>Reporting insights</b>	Comprehensive risk data and metrics.	<ul style="list-style-type: none"> <li>▪ Enjoy rich visibility into your organization's security posture</li> <li>▪ Gain insight into user security behaviors</li> <li>▪ Deepen your understanding of your human cyber risk</li> </ul>
<b>iOS and Android mobile app</b>	Dedicated mobile apps (supported by most Enterprise Mobile Management systems).	<ul style="list-style-type: none"> <li>▪ Access CybSafe on the go</li> <li>▪ Reach users where they are</li> <li>▪ Support remote and hybrid workers.</li> </ul>
<b>LMS/LXP integrations</b>	LMS/LXP integrations through SCORM 1.2.	<ul style="list-style-type: none"> <li>▪ Improve access to CybSafe</li> <li>▪ Centralize progress reports for LMS administrators</li> <li>▪ Consolidate your tech stack</li> </ul>





Everything in GUIDE, plus tools scientifically designed to help improve your organization's security culture and address specific security behaviors—without friction.

GUIDE+ unlocks features to help you influence the specific security behaviors linked to your organization's risks. CybSafe Nudges, for example, are science-based security prompts designed to help your people make better security decisions—while CybSafe Alerts keep your people in the know with timely security notifications.

A testament to CybSafe's adaptability, both features are customizable, can be automated to suit your needs, and boast ever-growing libraries of scientifically-designed Nudge templates and Alert templates.

Building on GUIDE's strong foundation, GUIDE+ takes personalization a little further with integrations that enable notifications via Slack, Microsoft Teams, browsers, and SMS, and give you access to certain CybSafe features through certain business productivity apps.

So you can finally make cybersecurity a part of people's day-to-day lives.

The image displays a smartphone with three notification cards and a desktop dashboard. The notifications are:

- SLACK (3m ago):** Apple urgent update 🍏  
We strongly recommend you update all devices to 13.4 at your earliest convenience.
- CYBSAFE APP (39m ago):** Backing up your data might take a few minutes.  
But isn't it still better than going through the pain of losing it?
- SLACK (39m ago):** Oops! Your password was found in a data breach 😱  
See a list of accounts where you've used it and change it now.
- CYBSAFE APP (12m ago):** Why would a criminal care about your favourite sports team? 🤖  
They don't. Unless it's in your password.

The desktop dashboard, titled "Behaviour overview", shows the following data:

- 34 behaviours measured
- 27% coverage
- 108 people
- Security behavior score: 68/100

The dashboard also lists four specific behaviours with their risk levels and scores:

Behaviour ID	Behaviour Name	Risk Level	Score
SB087	Reporting suspicious messages	High	88/100
SB061	Backing up data	Low	87/100
SB049	Using a webcam cover	Medium	75/100
SB007	Checking password exposure	Low	75/100

# Everything in GUIDE, plus

Feature	What is it?	How does it help?
<b>CybSafe Nudges</b>	Customizable security prompts based on proven behavioral science.	<ul style="list-style-type: none"> <li>Nudge users toward better security decisions</li> <li>Support users when it matters most</li> <li>Prevent user-related security incidents</li> </ul>
<b>CybSafe Alerts</b>	Security alerts.	<ul style="list-style-type: none"> <li>Instant Alerts in the event of a security incident.</li> <li>Schedule Alerts for upcoming security</li> <li>Send users important security information directly</li> </ul>
<b>Personalized security behavior goals</b>	Behavior goals sent via Slack and Microsoft teams	<ul style="list-style-type: none"> <li>Reach users where they work</li> <li>Sync user tools with the CybSafe platform</li> <li>Alert users before they perform high-risk behaviors</li> </ul>
<b>Digital security companion for persona-based guidance &amp; support</b>	Personalized, on-demand cybersecurity support	<ul style="list-style-type: none"> <li>Customisable, dynamic support and guidance for different persona groups throughout the organization</li> <li>Help secure your entire organization</li> <li>Make CybSafe more accessible across the board.</li> </ul>





The most data-driven way to understand your people and reduce user risk, PHISH simulates modern-day threats and supports your people in lowering their phishing and ransomware risk.

It's the intelligent, scientific approach to simulated phishing that goes beyond click rates and report rates—and it also happens to be extremely low-maintenance. Understand why and when your simulations affect people, and run phishing simulations that impact on your risk—without the knock-on effect on culture and productivity.

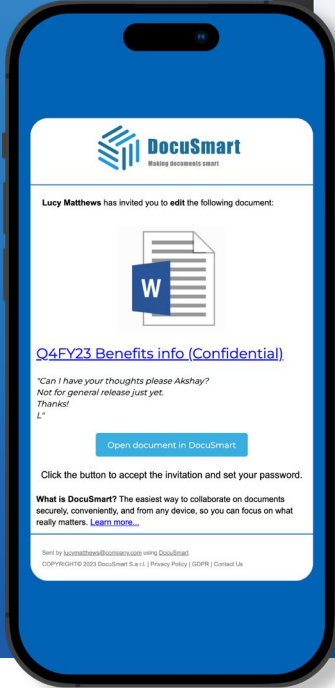
To help you address your risk on all fronts, PHISH combines seamlessly with our other products, giving you the holistic approach to phishing and ransomware risk reduction that you need.

CYBSAFE APP 2m ago

**Good job!**  
You successfully reported a phishing email. 🎉

CYBSAFE APP

**You spotted it. You deleted it.**  
But maybe your colleague wasn't so sharp? Always report suspicious messages.



**Susceptibility insights**

**NATURE OF ATTACK**

- HR/Office Communications
- Financial/contractual/legal
- Retail/shopping
- Social
- IT communications
- Other or experimental

**INFLUENCE TECHNIQUE**

- Cooperation
- Scarcity
- Authority
- LIKING
- Social proof
- Consistency

**EMOTIONAL TRIGGER**

- Interest or anticipation
- Surprise or anger
- Joy or excitement
- Support or distraction
- Fear or apprehension
- Desire or selfishness

**REPORTED**    MEDIUM RISK    HIGH RISK

**28%** emails reported at least once

**5%** phishing links clicked

**2%** data submitted at least once

**Behaviors targeted:**

- SB1013 Checking emails for signs of deception
- SB091 Does not forward work information to personal email addresses
- SB161 Reports a suspected phishing email
- SB164 Does not open an attachment in a phishing email
- SB171 Does not use work email address that has been compromised in a data breach
- SB173 Does not use work email addresses for non-work purposes
- SB182 Does not send sensitive information out of the business (email or otherwise)
- SB183 Does not send emails to unintended recipient(s)

## Core features

Feature	What is it?	How does it help?
<b>Phishing simulation library</b>	An extensive library of phishing simulation templates, designed around motivational and emotional triggers.	<ul style="list-style-type: none"> <li>Simulate real-world phishing attacks</li> <li>Educate users with the organization's susceptibilities in mind</li> <li>Keep users abreast on the latest phishing and ransomware trends</li> </ul>
<b>Customizable phishing templates</b>	Editable phishing templates and custom template creation.	<ul style="list-style-type: none"> <li>Tailor phishing templates to your organization's or users' needs</li> <li>Create your own phishing simulation templates</li> <li>Change sender details as required</li> </ul>
<b>Susceptibility, activity, and risk insight reporting</b>	Insights from our team of psychologists, behavioral scientists, and security specialists.	<ul style="list-style-type: none"> <li>Discover why users fall for phishing attempts.</li> <li>Find out when users click through, and when they don't</li> <li>Learn about the type of phishing attacks users are most susceptible to</li> </ul>
<b>Intelligent and positive consequence management</b>	CybSafe Nudges—customizable security prompts based on proven behavioral science—and automated workflows.	<ul style="list-style-type: none"> <li>Engage and educate users</li> <li>Influence risk-specific security behaviors</li> <li>Encourage and reward users who report phishing</li> </ul>
<b>Advanced insights into social engineering threats</b>	Easy-to-understand metrics and reporting	<ul style="list-style-type: none"> <li>Enjoy rich visibility into your organization's security posture</li> <li>Demonstrate phishing and ransomware risk reduction</li> <li>Gain insight into user security behaviors</li> </ul>

**Baseline phishing**

Company-wide continuous campaign

- 67 people reported potential phishing emails
- SB013 Checking emails for signs of deception 22/100
- 19% links clicked at least once

**Medium**  
Complexity level  
Audience: All

**High**  
Complexity level  
Audience: Reported phishing >70%

**Positive reinforcement nudges** 👍

**Easy**  
Complexity level  
Audience: Reported phishing <10%

**Positive reinforcement nudges** 👍

**Focus module: Spotting fake emails**



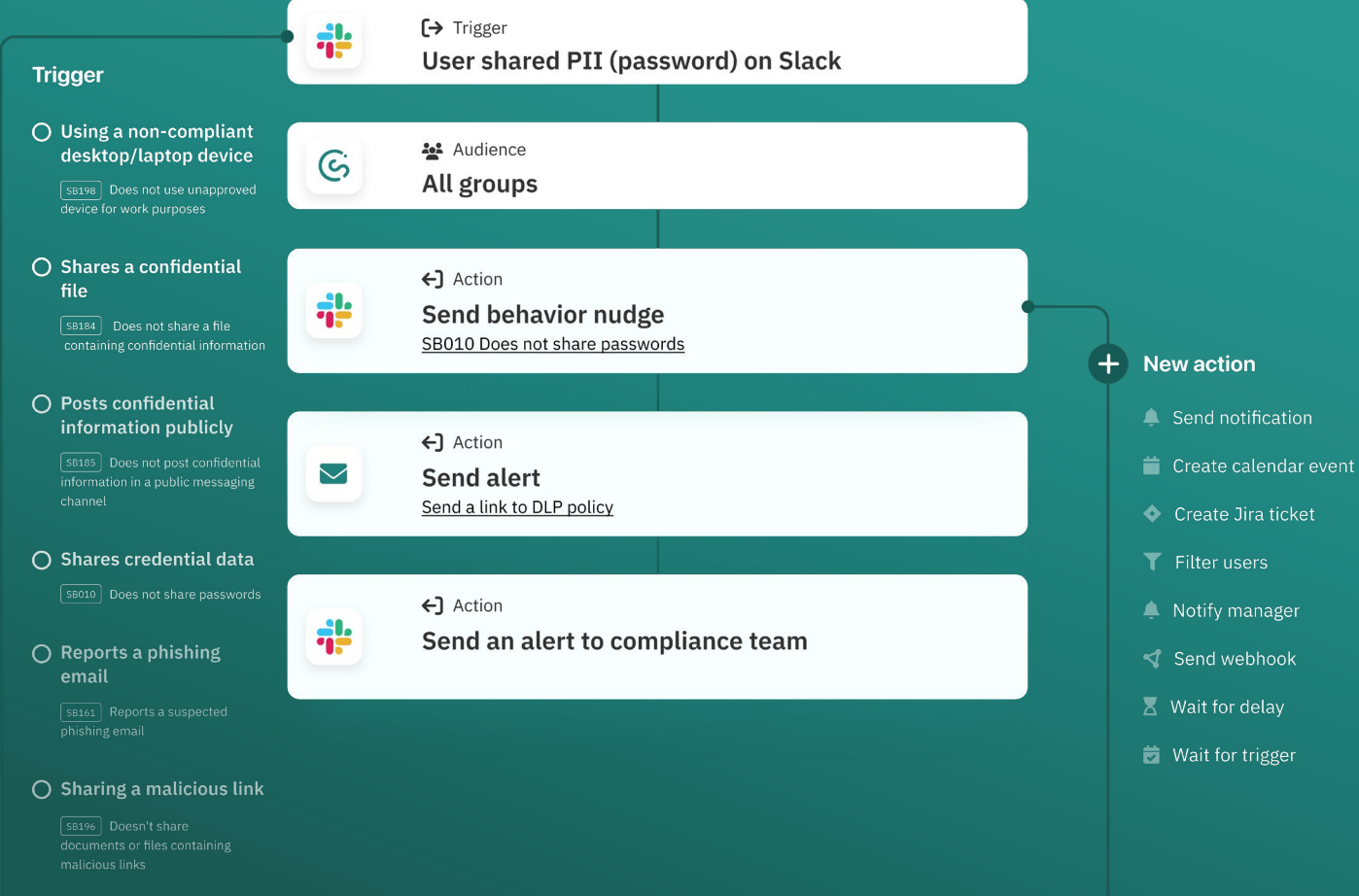
The best way to quantify your human cyber risk and the easiest way to orchestrate a response, RESPOND helps you leverage third-party data integrations and behavior event intelligence, for a wider view of your risk.

Integrate and automate your way to a simplified, yet more holistic approach to human risk management. It's your human risk like you've never seen it before—and admin with ease you never thought possible.

Use RESPOND to nudge people toward better security decisions, alert people to important information, and enroll them in targeted security awareness training within the CybSafe platform—or just to automate it all with behavior-triggered workflows.

True to form, RESPOND takes its mandate—reducing risk (and the burden on your security team)—to the next level. It analyzes potential cybersecurity threats through your existing security products, nudges your users, alerts your security team, and notifies anyone else you need to loop in.

### New workflow



# Core features

Feature	What is it?	How does it help?
<b>Behavior data source APIs</b>	A way to connect the CybSafe platform to your IT or security systems.	<ul style="list-style-type: none"> <li>▪ Compile your existing human risk data in one place</li> <li>▪ Gain deep visibility into your organization's risks</li> <li>▪ Understand user behaviors like never before</li> </ul>
<b>Third-party behavior data source integrations</b>	Integrations with various third-party data sources.	<ul style="list-style-type: none"> <li>▪ Leverage human risk data across your entire organization</li> <li>▪ Boost behavior event intelligence</li> <li>▪ Increase oversight on user security behaviors</li> </ul>
<b>Customizable event-based workflows</b>	Custom workflow creation.	<ul style="list-style-type: none"> <li>▪ Automate CybSafe Nudges, CybSafe Alerts, and enrollment in targeted security awareness training</li> <li>▪ Simplify human risk management</li> <li>▪ Free up time for your security team</li> </ul>
<b>Behavior Insights</b>	Advanced human risk insights, reports, and metrics.	<ul style="list-style-type: none"> <li>▪ Calculate the ROI for your human risk management strategy</li> <li>▪ Demonstrate risk reduction</li> <li>▪ Gain insight into user security behaviors</li> </ul>



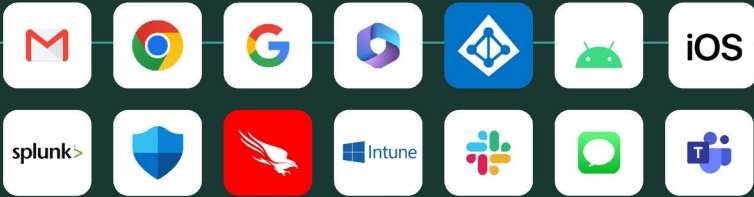
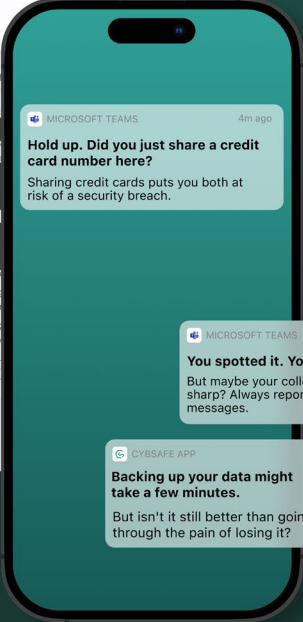
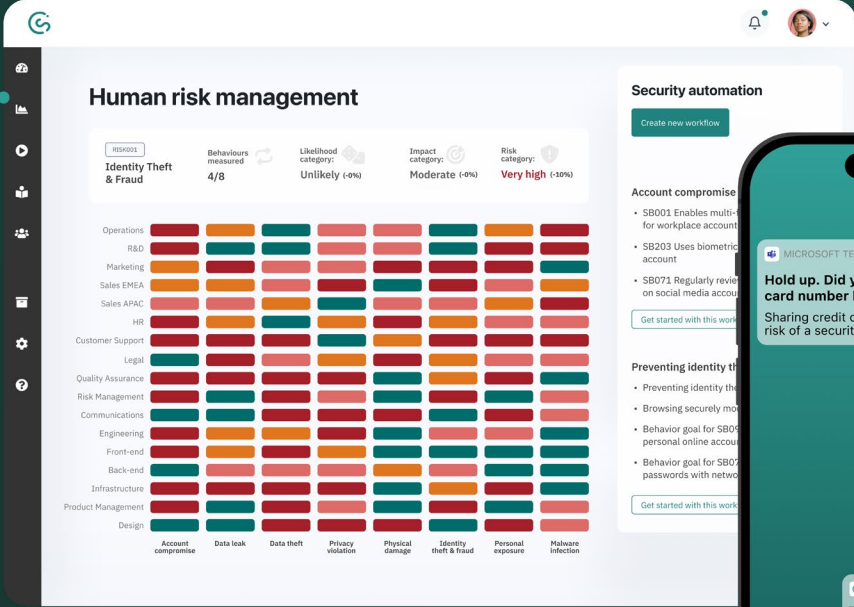


Everything in RESPOND, plus triggered workflows for interventions on third-party platforms like Slack, Microsoft Teams, Google Workspace, and Jira.

While RESPOND triggers behavior change interventions within the CybSafe platform, RESPOND+ makes it possible to use security incidents or behavior events to trigger workflows across your tech stack.

Adjust system access for certain users, create tickets, or send messages and alerts—all through third-party software tools.

Behavior event intelligence, at the highest level.



# Core features

Feature	What is it?	How does it help?
Automated security controls	Automated risk mitigation and security control adjustments.	<ul style="list-style-type: none"> <li>Adjust security controls and manage risk more effectively</li> <li>Make risk mitigation more dynamic</li> <li>Fortify key systems and tools, including webhooks</li> </ul>
Customizable event-based workflows	Custom workflow creation.	<ul style="list-style-type: none"> <li>Automate CybSafe Nudges, CybSafe Alerts, and enrollment in targeted security awareness training across your entire tech stack</li> <li>Simplify human risk management</li> <li>Free up time for your security team</li> </ul>

The screenshot displays the CybSafe user interface. On the left, a sidebar contains navigation icons. The main content area is divided into two primary sections:

### Workflows report

**Enrolled users:** 98% (with a green checkmark icon) people are enrolled in a workflow.

**Search for workflows...**

- Additional help for people failing to recognise and report phishing
- Core learning and support workflow

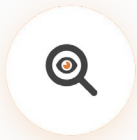
### Human risk management

[RISK001] MALWARE INFECTION <b>Very high</b> 91 ⬇️	[RISK002] DATA THEFT <b>High</b> 72	[RISK003] PHYSICAL DAMAGE <b>Low</b> 13 ⬆️	[RISK004] PRIVACY VIOLATION <b>Low</b> 13 ⬆️
[RISK005] FRAUD & IDENTITY THEFT <b>High</b> 61	[RISK006] PERSONAL EXPOSURE <b>Low</b> 10	[RISK007] ACCOUNT COMPROMISE <b>Very high</b> 87 ⬆️	[RISK008] DATA LEAK <b>Medium</b> 19

**Summary Metrics:**

- Acme Inc's human cyber-risk score is **great** (800/1000) with 150 points.
- Objective / subjective split:** 89% Objective (Data is reported from the platform or an integrations), 11% Subjective (Data is self-reported by users).
- Contributions:** Data sources that contribute to behaviour score include Google Workspace, CybSafe PHISH, Microsoft 365 Fundamentals, Microsoft Defender, Intune Device Management, Azure AD Identity Protection, and CybSafe Behaviour goals.

# Bolt-ons



## Insights

The Insights bolt-on increases the number of reports security teams have access to. It also provides more in-depth data analytics and reporting to give even better insight into their human security posture, user-related risk, and security culture.

Insights reports include:



- Sentiment analysis
- Passphrase
- Proactivity
- Security heroes
- Augmented risk scores (group level)
- Security behavior and risk scores (user level)
- Security behavior and risk outcome scores (group)
- Behavior comparison and detail pages (advanced)



- Augmented risk scores (group level)
- Security behavior & risk scores (user level)
- Security behavior & risk outcome scores (group)
- Behavior comparison and detail pages (advanced)



- Augmented risk scores (group level)
- Security behavior and risk scores (user level)
- Security behavior and risk outcome scores (group)
- Behavior comparison and detail pages (advanced)



## APIs

There are a number of APIs available for customers. The APIs integrate with various data sources to equip you with the most effective behavior-focused human risk management solution on the market.

With this bolt-on, you can use human risk data from across your organization to enhance your view of security behaviors and corresponding risks by:

- Leveraging third-party integrations to detect behavior events and security incidents.
- Connecting the CybSafe platform to your own IT or security systems to enable you to manage human cyber risk more responsively.

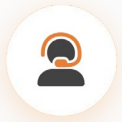


### Single sign-on (SSO)

The SSO bolt-on is for bespoke SAML connections or customers with multiple identity providers.

This bolt-on can be used to easily integrate CybSafe features with your secure and reliable single sign-on solutions (or identity providers).

Our team of experts will work with you to configure the bespoke solution tailored to your specific needs, ensuring seamless integration with your existing SAML solutions to deliver seamless authentication and authorization to users across your entire ecosystem, ensuring a streamlined user experience and heightened security.



### Premium support

Today's threat landscape calls for a degree of expertise to help you maximize your security profile and prevent adverse events. CybSafe's Premium Support bolt-on gives you access to designated security experts for implementation best practices, priority support access, and risk reduction/mitigation.

Access to a dedicated Customer Enablement Specialist—a technical expert to assist you with implementation, onboarding, and provide ongoing advice on feature adoption and organizational performance—is one of this bolt-on's key benefits. Premium Support also includes the following:

- Expert-led onboarding,
- Specialist health checks,
- Email and chat support,
- A designated Escalation Manager,
- Product roadmap sessions,
- Access to the CybSafe Community,
- Early access to beta releases,
- Product webinars,
- Product clinics



### Module builder

Our module builder lets you easily create your own learning modules for use with CybSafe. You can seamlessly integrate these modules with our existing ones in your campaigns.

Accessible through the module library, our builder supports two module styles: multi-page (for traditional training) and continuous scroll (for a storytelling approach). Each page you create can include text and images using our visual editor\*. You can also include quiz questions to assess participants' knowledge.

The modules you create will be accessible in the module library and will be included in reporting, just like CybSafe's own modules. If you use SCORM, you can also download SCORM versions of your custom modules.

\*Video support is coming soon

# The important bits

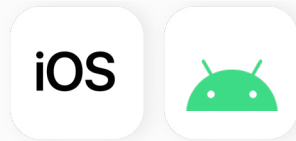
## Frequently asked questions

### Technical requirements

CybSafe is accessible from any web-enabled device:



Major and previous supported version:



Learn more about our preferred browsers

## Quality assurance and performance testing

CybSafe manages a release pipeline consisting of automated tests, quality assurance, and routine performance benchmarking.

## Service scope

CybSafe releases updates during business hours, operating a zero-downtime deployment policy. Where possible, we conduct significant maintenance outside of business hours and following reasonable notice.

## Legal

Our Customer Support advisors are available during UK business hours (excluding public holidays) to help with any questions or queries.

A full list of our terms and conditions, SLAs, and obligations can be found here:

[www.cybsafe.com/legal](http://www.cybsafe.com/legal)

