



PLEASE MIND THE GAP

Introducing the
World's Fastest
Cybersecurity
Awareness Solution



Meet CybeReady



COVERAGE

- 108 countries
- 40 languages



CUSTOMERS

- NPS > 78
- Cross Industries
- Cross continental



COMPLIANCE

- ISO 27001
- SOC II Type 2
- GDPR
- CCPA

Global Brands



FROST & SULLIVAN

2019 ENTREPRENEUR OF YEAR AWARD

OUR SOLUTION

WHAT DO WE DO?

Cyber Security Awareness Training platform

- » Ready made **Programs, Comprehensive and Integrated content**
- » Data-Driven and continuously validating effectiveness
- » Automatic, Fully managed

What problem do we solve?

We relieve security teams from the endless operational challenge of running cyber security impactful awareness training

OUR SOLUTION

POLL

How often does the average employee in your organization get trained via security awareness/phishing simulation programs?

40%

Once a year

30%

2-4 times a year

7%

5-8 times a year

23%

12 times a year or more

OUR SOLUTION

POLL

Infosec Managers: what is your biggest challenge today, when it comes to security awareness training for employees?

41%

Not enough time to execute

25%

Friction with employees

34%

I'm not sure it's even working

“

Defense is always more complex than offense. When you attack you have to succeed once, in defense you have to always succeed. ”

H. Itkin

CTO, Mossad



WHO WILL WIN?

What ATTACKERS are doing today?

1. Breach your network
2. Monetize

What your defenders will do today

1. Four hours of meetings
2. Status updates
3. Add notes to tickets
4. Timesheets
5. HR mandated trainers
6. Close tickets as “False Positive”
7. Update slide decks
8. Update policies + KBs
9. 23 minutes of Infosec work

List of Data Breaches and Cyber Attacks in September 2022 - **Cyber attacks**

- » [Tulsa Tech hit by security incident](#) (unknown)
- » [Indonesian and Malaysian restaurants hacked by DESORDEN](#) (425,644)
- » [Samsung says customer data stolen in security incident](#) (unknown)
- » [Yandex Taxi systems breached in bizarre cyber attack that caused massive traffic jam](#) (unknown)
- » [Criminal hackers breached Overby-Seawell Company](#) (unknown)
- » [Orange Cyberdefense investigating claims of compromise](#) (unknown)
- » [Franklin College hack by malware](#) (5,900)
- » [Data from Chile's COVID-19 tracking platform of a mining company compromised](#) (9,200)
- » [Student arrested for hacking Sri Lankan Examinations Dept website](#) (270,000)
- » [Kansas school district pulls messaging app after security breach](#) (unknown)
- » [Uber responding to "cybersecurity incident"](#) (unknown)
- » [Starbucks Singapore has been hit by a security incident](#) (330,000)
- » [Revolut caught out by phishing scam](#) (50,144)
- » [Six UK schools hit by cyberattack on multi-academy trust](#) (unknown)
- » [Wolfe Clinic notifies patients of Eye Care Leaders security incident](#) (542,776)
- » [Guacamaya Group leaks emails from Chile's Joint Chiefs of Staff](#) (unknown)
- » [Everest Group sells access to Argentina's Ministry of Economy](#) (unknown)
- » [Hackers steal South Carolina fire department's pay checks](#) (6)
- » [Website of Virginia's Hampton Public Library website hacked, redirects to adult retail store](#) (unknown)
- » [Australian telecoms giant Optus hit by cyber attack](#) (unknown)
- » [M.C. Dean reports security breach after unauthorised party had access to the company's systems for six months](#) (unknown)
- » [Berry, Dunn, McNeil & Parker reports breach following compromised employee email account](#)
- » [San Francisco 49ers reports security breach involving Social Security numbers](#) (20,930)
- » [CBC Group files official notice of security incident](#) (unknown)
- » [SF Fire Credit Union reports security breach](#) (unknown)
- » [Radiant Logistics says unauthorised actor breached its systems](#) (unknown)
- » [The Physicians' Spine and Rehabilitation Specialists of Georgia hit by security incident](#) (unknown)
- » [Medical Associates of the Lehigh Valley reports security incident](#) (75,628)
- » [Henderson & Walton Women's Center says employee's email account was hacked](#) (34,306)
- » [U-Haul says two passwords were compromised in security breach](#) (unknown)
- » [Genesis Health Care reports security breach](#) (unknown)
- » [Legacy Supply Chain Services confirms cyber attack](#) (11,972)
- » [Wilson's Gun Shop says hacker broke into its systems](#) (13,522)
- » [City Furniture of Massachusetts files security notice](#) (unknown)
- » [DaVita Inc confirms that health data was leaked in cyber attack](#) (unknown)
- » [Lubbock Heart & Surgical Hospital says it was hacked](#) (23,379)
- » [Platinum Performance suffers security breach following phishing attack](#) (unknown)
- » [Radiology Ltd suffers security incident](#) (unknown)
- » [One Medical embroiled in security breach](#) (unknown)
- » [Cash Express hit by cyber attack](#) (unknown)
- » [Northern Trust Corporation reports breach affecting clients' financial account numbers](#) (unknown)
- » [Internet outage in Tucson area was due to cyber attack](#) (unknown)
- » [Diodes Incorporated confirms security breach](#) (unknown)
- » [Apex Capital Corp hit in cyber attack](#) (unknown)
- » [FMC Services suffers cyber attack](#) (unknown)
- » [Indian firm Swachhta City Platforms hit by criminal hackers](#) (16,457,744)
- » [Hacker breaches Fast Company systems to send offensive Apple News notifications](#) (unknown)
- » [The Coeur Group notifies patients of security breach](#) (2,020)
- » [Brazil's Mimoso do Sul reports cyber attack](#) (unknown)
- » [Eight Shangri-La hotels in Asia hit by security breach](#) (290,000)
- » [Mexico confirms hack of military records, president's health information](#) (unknown)

List of Data Breaches and Cyber Attacks in September 2022 - Ransomware

- » [Costa Rica's Junta De Proteccion Social hit by ransomware \(unknown\)](#)
- » [Former students and staff at Savannah College of Art and Design affected by security incident \(unknown\)](#)
- » [Ransomware attack takes down L.A. Unified school district \(unknown\)](#)
- » [Brazil's National Fund for Educational Development struck with ransomware \(unknown\)](#)
- » [Ourique Municipality targeted by ransomware attack \(unknown\)](#)
- » [Fruit supplier Lacalera victim of ransomware attack \(unknown\)](#)
- » [Bardstown confirms ransomware hack \(unknown\)](#)
- » [OakBend Medical Center hit by ransomware \(unknown\)](#)
- » [Alegria Family Services hit in ransomware attack \(unknown\)](#)
- » [Buenos Aires legislature announces ransomware attack \(unknown\)](#)
- » [Empress EMS in New York says it was struck by ransomware \(318,558\)](#)
- » [Suffolk County struggles to recover from BlackCat ransomware attack \(unknown\)](#)
- » [NYSARC Columbia County Chapter discloses ransomware incident \(unknown\)](#)
- » [Bosnia and Herzegovina investigating alleged ransomware attack on parliament \(unknown\)](#)
- » [Tift Regional Medical Center victim of ransomware attack \(unknown\)](#)
- » [Sierra College investigating scope of latest ransomware incident \(unknown\)](#)
- » [Denver suburb won't negotiate with ransomware gang that closed city hall \(unknown\)](#)
- » [New York Racing Association hit by ransomware \(unknown\)](#)
- » [TIC International Corporation suffers ransomware attack \(unknown\)](#)
- » [Malaysian Telecom RedOne hit by DESORDEN ransomware \(unknown\)](#)
- » [Aoyuan Healthy Life Group hit by ransomware group \(unknown\)](#)
- » [Ministry of Foreign Affairs of Guatemala victim of cyber attack \(unknown\)](#)
- » [Chilean Judiciary hit in massive ransomware campaign \(unknown\)](#)
- » [Electricity Company of Ghana systems hacked with ransomware \(unknown\)](#)
- » [Thailand's THE ICON GROUP hacked by ransomware group \(264,128\)](#)

HACKERS ARE

ONE STEP AHEAD

REALITY

85%

Of attacks
are human
related

36%

Of attacks
are pure
phishing
related

**Phishing is
prevalent
like never before**

CURRENT TRAINING

SOLUTIONS

Annual training, one-time shot
Doesn't work with turnover



Manual labor:
Not economic, or scalable



Long training content:
Doesn't work with Zoom reality



What's involved in running **phishing simulations**?

Running campaigns:

- » Sending phishing simulations
- » Measuring clicks
- » Generating management dashboards

Operations:

- » Generating simulation ideas
- » Choosing the right simulations
- » Develop simulation training content
- » Translate simulations and content
- » Branding content, QA on design
- » Create sending groups and schedules

Technical:

- » Coding (HTML/CSS) simulations
- » QA on mail clients and screens
- » Monitor uptime and performance
- » Data analysis

THE OVERHEAD:
ESTIMATED BY
CUSTOMERS AT
A MINIMUM OF
0.5 FULL TIME
EMPLOYEE

Please Mind The Gap

**Advance
Persistent
Threat**

**Advance
Persistent
Training**

Adaptive Cyber Security Learning Platform



CHANGING EMPLOYEE BEHAVIOUR

CONTINUOUS training works all the time

- » Risk-based, high-frequency training
- » At least 3 monthly engagement / employee
- » Changes employee behavior
- » Data-driven progress KPIs



85%

decrease in employees
high-risk groups within less than
12 months

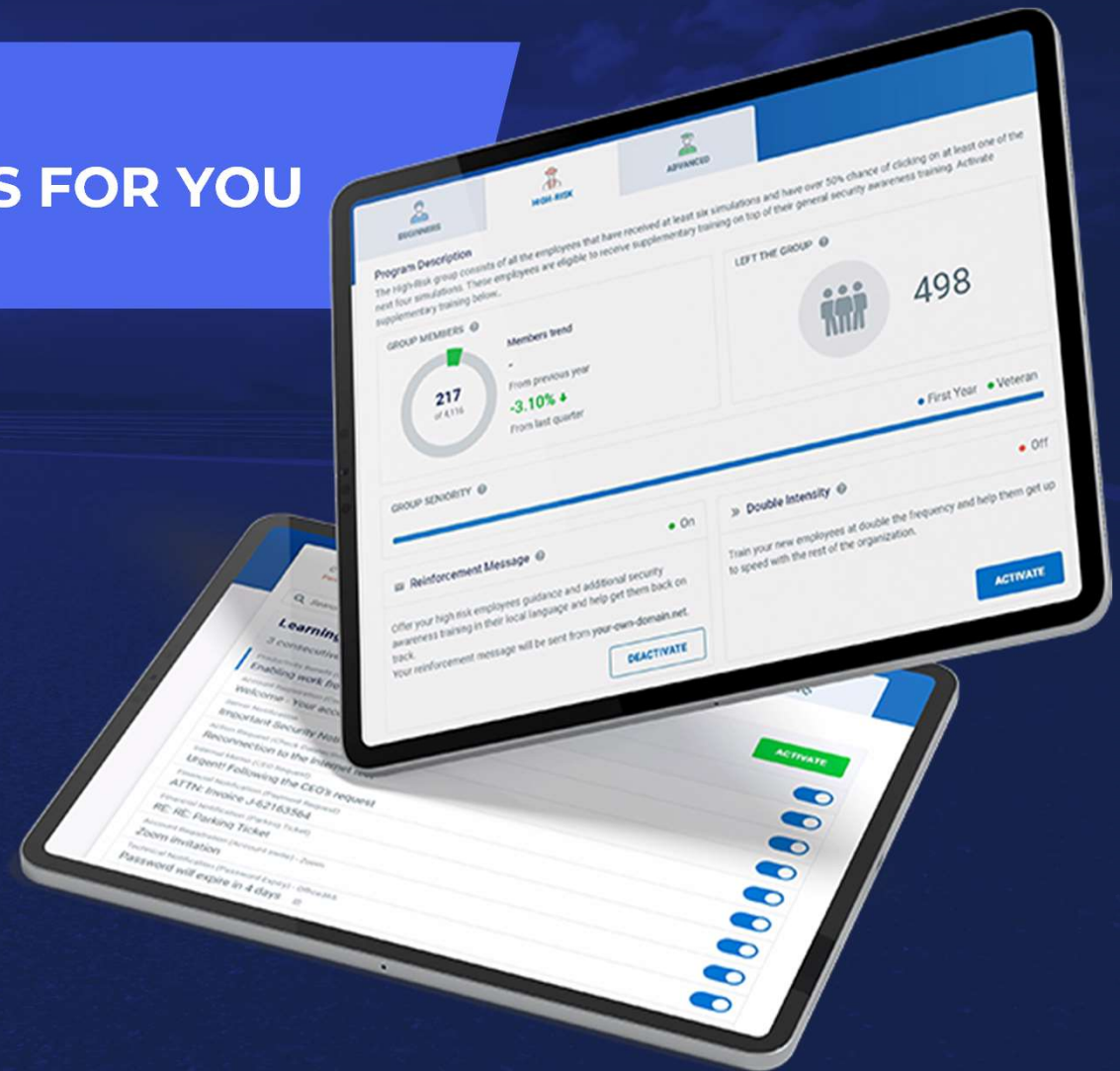
AUTOMATED - WORKS FOR YOU

Recommendation engine - chooses simulations per your company's industry, and performance history simply approve, or let it run on "auto-pilot" mode

Risk-based training, adapts to risk changes

New employed auto-assigned to training boot camp to get leveled up with veteran employees

Employees dynamically move between risk groups per their performance



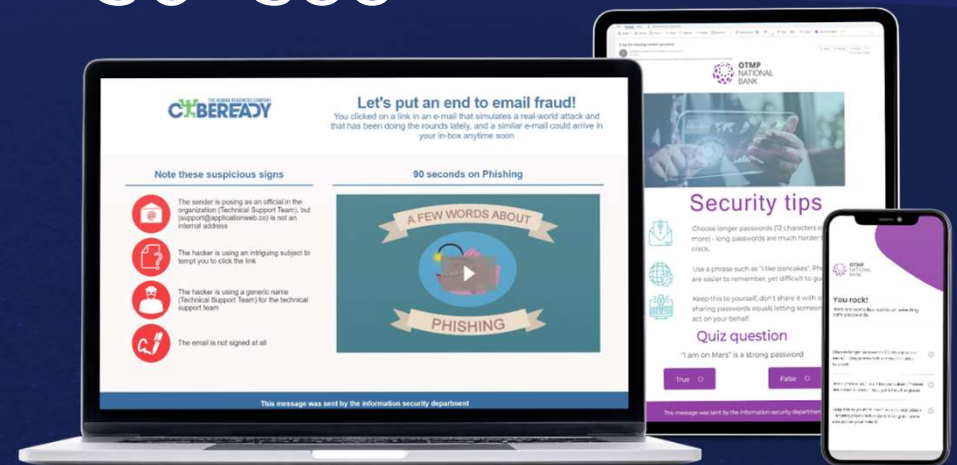
EMPLOYEE CENTRIC

Works for your employees

- » Short (30-sec training), contextualized
- » 100% of content in employee's language and locale
- » Adaptive per employees group performance, risk level, tenure

SINGLE-PAGE, IN THE MOMENT,
MEMORABLE

30 -sec





01

Employee Centric

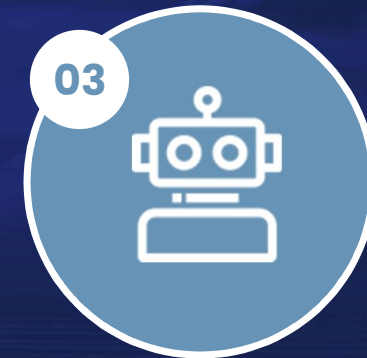
Employees are your security partners



02

Continuous

Train the organization just like hackers attack - daily



03

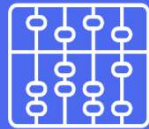
Full Automation

The key to adaptiveness, scale and lack of resources

THE CYBEREADY APPROACH

Bridging The Gap

Other Solutions



- » Choose from a long list of training content
- » Make decisions on the frequency of training
- » Schedule new training sessions
- » Translate training content
- » Settle for 1 simulation fits all
- » Verify completion of training
- » Verify the results of training
- » Worry about overburdening employees
- » Create progress reports
- » Create MNG performance reports



**1-click
Fully automated
Optimal SAT**



World's Fastest ROI

The Need for Continuous learning

“

I give our opponents a great deal of operational respect. They are still, happily, in some gap behind us, but this requires continuous progress, learning and resources in order to maintain this gap. It's a very fragile gap. ”

H. Itkin

CTO, Mossad



Please Mind The Gap

**Advance
Persistent
Threat**

**Advance
Persistent
Training**



**ARE YOU
READY**



Visit our Booth:
ITSA 7 #220

**Let's win
this race
together!**

