

Empower employees to prevent cyber attacks

SECURITY AWARENESS TRAINING | PHISHING SIMULATIONS | NO MANAGEMENT HEADACHE

OVERVIEW

With 49% organisations facing critical security consequences due to employee errors*, it's no wonder that 4 in 5 cyber attacks# now use tactics like phishing to take advantage of your users: to cyber criminals, they are the weak link in your armor.

Purplephish was created to help organisations to deliver automated security awareness training and phishing simulations, without the administrative headache. In just a few clicks, you can enroll all employees in an ongoing education program, encompassing tried-and-tested methods proven to ensure key security knowledge is forefront of mind should users come under attack.

“ Plan and implement a programme of awareness, education and training throughout the employment lifecycle (not just at induction).”



SIMPLE AND SMART ADMINISTRATOR EXPERIENCE

- **QUICK AND EASY IMPLEMENTATION.** Remove the administrative burden from providing effective and engaging security awareness training. Enrolling all employees in a comprehensive, ongoing and automated training journey takes minutes.
- **FEEL CONFIDENT IN THE TRAINING'S IMPACT.** Effortlessly deliver a 'little and often', best practice training experience blending video content, quizzing and simulated attacks to ensure that learnings are recalled in the event of a real-life security incident.
- **NO COSTLY INFRASTRUCTURE OVERHEAD.** The Purplephish Hub is a secure, intuitive cloud-based platform and your one-stop-shop for managing your employee's training experience.
- **DEMONSTRATE SUCCESS WITH EASE.** Meet audit requirements using a market-leading suite of dashboards. In a couple of clicks, download charts to prove training attainment and your organisation's falling susceptibility.

FEATURES

Provide all employees with a fully automated, ongoing security awareness training journey and effortlessly demonstrate your falling susceptibility to cyber attacks.



SIMULATE the latest real-world phishing attacks to highlight cyber criminal tactics and test user susceptibility.



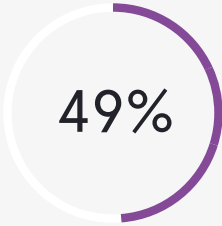
EDUCATE your employees to spot malicious activity via engaging, bitesize educational videos with reinforcing quizzes.



EVALUATE the risk profile of your organisation with ease using an industry-leading analytics suite. Demonstrate changes in susceptibility over time.



CALIBRATE mitigation efforts against others in your industry. Flexibly download all report data to share effectiveness with the board or leadership team.



49%

organisations face **critical** security consequences due to employee errors*.

REDUCE YOUR BIGGEST SECURITY VULNERABILITY

- **PROVE FALLING SUSCEPTIBILITY TO ATTACK.** Share security's success with the organisation, using pre-built reports to demonstrate increasing awareness of key security best practices.
- **KEEP USERS ABREAST OF THE VERY LATEST THREATS.** 350,000 new malware samples are catalogued each day[^]. Ensure your employees are trained to spot the very latest attacks with an ongoing security awareness program that's regularly updated by security experts.
- **SIGNIFICANTLY REDUCE RISK.** Employee activity is proven to be corporate security's greatest threat: just 17% employees feel confident in their ability to stay safe[§]. Effortlessly train your users to identify cyber attacks and greatly reduce the risk of a successful breach.
- **ACHIEVE COMPLIANCE.** Regular, measurable security awareness training is required by a plethora of mandates from the UK's NCSC to ISO 27001. Demonstrate your compliance via industry-leading dashboards with easily exportable components.

“ All users should receive regular training on the security risks to the organisation. Establish mechanisms to test the effectiveness and value of the security training provided to all users.”



“ People influence security more than technology or policy, and cybercriminals know how to exploit human behaviors. Security and risk management leaders must invest in tools that increase awareness and influence behavior that supports security business objectives through computer-based training.”

Gartner

SLICK END USER EXPERIENCE

- **DELIVER ENGAGING AND ENTERTAINING CONTENT.** A high quality, consistently branded series of training communications clearly articulate today's crucial security learnings in a way that's amusing and memorable. Personalise the content by uploading your corporate logo.
- **MITIGATE THE PRODUCTIVITY THREAT.** Provide a program of training which incorporates tried-and-tested techniques to guarantee retention of key security knowledge, delivered in just a few minutes each month.
- **MOTIVATE EMPLOYEES WITH A GAMIFIED APPROACH.** Incorporate short quizzes with associated certificates to encourage full training participation and foster the spirit of healthy competition!
- **PROVIDE A FULLY IMMERSIVE TRAINING EXPERIENCE.** Surround users with an array of on-brand, eye-catching posters and infographics to emphasise vital security best practices.



17%

Just 17% employees feel confident in their ability to stay safe and secure online[§].