CONTINUOUS AWARENESS BITES (CAB)

The Security Awareness Challenge

Many information security decision-makers express frustration with their security awareness training programs. Traditional training programs do not succeed in adequately engaging employees and changing the enterprise cybersecurity culture. Training modules tend to be long and tedious. Despite the high cost, resources and time investment involved in developing and deploying these programs, they ultimately tend to fail to resonate with employees.

CybeReady's Training Goal

Provide a security awareness training program that runs autonomously

Increase employee engagement

Embed awareness training in employees' daily routine

Provide clear metrics to demonstrate the success of the awareness progress

CAB (Continuous Awareness Bites)

CybeReady's autonomous awareness training platform both changes employee behavior and covers the organization's entire compliance needs. This is achieved by delivering cybersecurity awareness training to employees' mailboxes via short, continuous 'bites' which create dozens of engagement opportunities throughout the year and transform culture without taxing IT teams.

CybeReady's Philosophy

CybeReady has developed a philosophy for efficient security awareness implementation and training, based upon the following principles:

Employees are diverse and have different learning curves. Understanding these differences requires constant data analysis.

As long as a process can be defined and decisions can be made based on constant data analysis, machines would perform better than humans at executing them over and over again, especially when that decision-making process is complex.

In today's corporate security environment, Information Security teams are overwhelmed by the increasing volume of threats as well as their level of sophistication.

Modern enterprises should be able to effectively train employees without adding IT overhead.

CybeReady's Methodology

CybeReady's methodology is based on well-recognized training concepts and years of experience in information security training. **Core training concepts include:**

1. Continuous training:

Changing employee behavior requires deploying a training program that runs year round. CybeReady's solution is autonomous and can run 24/7/365. Achieving the same level of continuous training delivery via human-mediated methods would be operationally and financially unviable.

2. Repetition without Boredom:

A key concept in training is the need to repeat the training without boring the users. CybeReady's engine changes the training content to make it unique from the end user's perspective.

3. Diversity:

Learning to identify cyber attacks is much like learning to drive. Just as drivers accrue experience by repetitively encountering phenomena on the road, so too employees can improve their security awareness by being exposed to repeat and diverse situations.

4. Memory express lane:

CybeReady incorporates scientific research around memory formation into its product; This is why CybeReady delivers training materials in employees' native language — it has been shown to boost performance.

5. Data Driven Training:

CybeReady delivers training that is powered by statistical analysis and hard data. Such training invariably delivers superior results to those based upon guesswork and human effort.

How Is Cybeready Different?

As an autonomous platform driven by machine learning technology, CybeRead's awareness training solution is different from any other in the market:

- CAB (Continuous Awareness Bites) delivers cybersecurity awareness to employees' mailboxes via short 'bites' (60 words in length, consumable in up to 60 seconds on average) that create dozens of engagement opportunities throughout the year and transform culture without taxing IT teams.

- CybeReady's security awareness program takes a couple of minutes to set up - a speed that human-mediated delivery methods cannot match.

- CybeReady provides all the required capabilities out of the box including training content branding, simulations and translations. There are no upsells or missing add-ons.

- With CybeReady engagement rates are high, as employees are not forced to train. CybeReady delivers its training continuously - so that employees are motivated to continue to score more highly on successive training sessions.

- Compared to other solutions with low frequency, where a computer based training is either forced on users, or they skip it altogether.

- Training outcomes with CybeReady are measurable and can be shared internally to assess employee performance.

- CybeReady offers the lowest Total Cost of Ownership (TCO) available today. CybeReady involves no hidden costs and no professional service providers are required.

- CybeReady provides customers with a dedicated support manager.
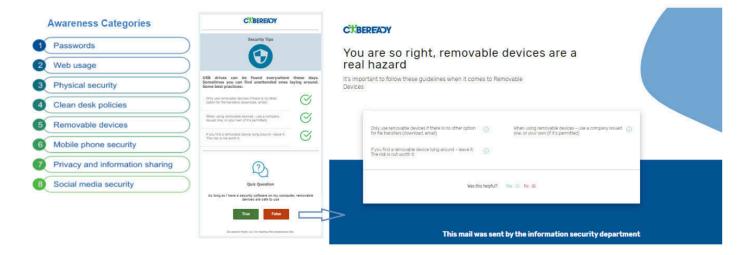
How CybeReady's CAB Works

CAB stands for "Continuous Awareness Bites", since content is delivered to employees' mailboxes in short, continuous awareness 'bites'.

CybeReady works as follows:

1. Employees receive awareness training bite emails every one to four weeks during working days/hours. These are delivered on the same days and at the same hour.

2. Each 'training bite' email includes:

    a. Learning content from one of the selected security awareness categories

    b. A quiz question (from the same category or a previous one)

3. Each 'training bite' is delivered in the recipient's native language

4. When clicking on quiz answers (true/false) the employee is redirected to a training page containing reinforcement learning about the corresponding security awareness categories

5. The process is fully automated and continues on a recurring and personalized basis.This way, all employees cover all security awareness categories by the time the training has been completed

6. All training engagement is tracked, including which categories were covered by which employee, and correct/incorrect answers per category. Data drawn from quiz responses is presented in a corresponding dashboard report for further coverage and performance analysis. This information can be viewed by organization unit and/or by location.

What Are The Benefits of CAB?

Engaging

- Training becomes embedded into employees' daily routines.
- Short bites are delivered via email, creating continuity and reinforcing learning.
- CAB pairs a short knowledge bite with a quick quiz to keep the learning fun and engaging.

Effortless

- Training bites and communication emails are sent autonomously, without requiring manual effort on the part of those delivering it.
- Real-time progress is tracked through the CAB dashboard, which also generates automatic reports.
- CybeReady automatically adapts itself to each employee's performance - and keeps sending each bite until the learning has been completed. If an employee keeps failing a module, the program will keep sending content on that module until the employee 'passes'.

Efficient

- CAB is fully integrated with BLAST - CybeReady's award-winning autonomous phishing simulations solution.
- CAB seamlessly supports 36 languages, delivering trainings in users' native languages thereby eliminating translation costs.
- CAB supports setting and tracking KPIs to quantify learning progress and prove ROI to management.

Platform Architecture

Managed Service

CybeReady is a cloud solution that requires no technical integration.
To start using the service, customers should follow a simple onboarding process:

1. Provide a list of users' emails (preferably, Active Directory).

2. Whitelist CybeReady domains in order to avoid blocking emails.

3. Select which Security Awareness categories are of interest for the organization.

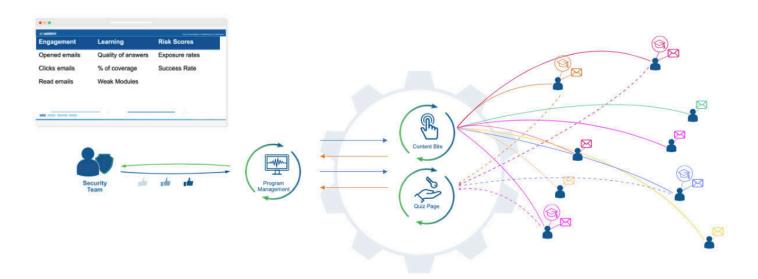**4.** Approve the first awareness bite and email messages.

Once onboarding is completed, CybeReady starts training the organization autonomously, and continuously.

Some core benefits of autonomous training:

- Sending times for 'training bites' are scheduled to match employees global time zone differences and are spread across the working day to minimize IT overhead.

- Messages are sent to specific users based on their engagement with the training program and their organizational attributes (location, department etc.).

- New employees can be added at any time — and added to the training pool.

Main Components

Dynamic Content

CybeReady's methodology is based upon the adaptive learning paradigm. The messages it sends are continuously changed to maximize employees' engagement with the platform. The dynamic content generator is responsible for the rich content presented to employees, covering various security awareness categories, and ensuring that the same "training bite" message will not be used to train the same employee twice. The content generator also ensures that training modules are delivered in the correct succession.

Localization Engine

The localization engine verifies that each "training bite" message is sent in the right language to each employee. Adaptive training content is always presented to employees in their native language. This has been shown to increase engagement and learning outcomes.. CybeReady currently supports 36 languages.

Training Engine

CybeReady's content optimization engine ensures that content shown to the user is optimized based on that user's engagement with the material and prior performance. The engine also generates dynamic landing pages in native languages, with specific guidelines related to each "training bite".

Automatic Delivery Engine

CybeReady's fully automated solution ensures that a security learning process is delivered continuously with no extra internal security resources. CybeRead'ys Backend Delivery Engine ensures that emails are sent in accordance with organization's working days/hours; that adaptive content is up and running; and that data is retrieved, analyzed, and available at any time for the security manager for review.