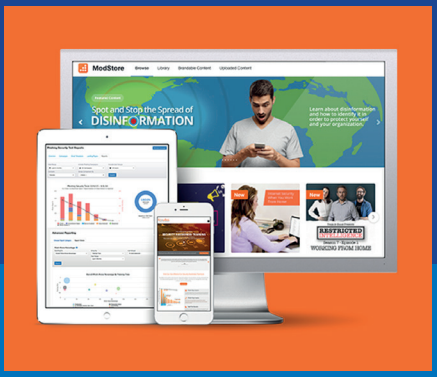
# Manage the ongoing problem of social engineering




KnowBe4 is the world's largest security awareness and simulated social engineering platform, designed to target the human element of cybersecurity. By training employees to understand the threat of social engineering, KnowBe4 enables users to make smarter security decisions every day, helping build a strong security culture that recognises threats.

## Key features

- Extensive library of training content
- PhishER Plus stops phishing threats before reaching inboxes (add-on)
- Compliance Plus delivers risk and compliance training
- SecurityCoach detects and responds to risky end-user behaviour (add-on)
- Insight reports provide visibility of risks and security culture
- Reduce Phish-ProneTM percentage in 90 days
- Managed service (add-on)

## Why partner with KnowBe4?

KnowBe4 combines the industry's most comprehensive library of engaging, localised content, enterprise-grade reporting, and robust user testing and assessments to drive security awareness and change user behaviour. Trusted by 70,000 organisations and accessed by over 50 million users daily, KnowBe4 has proven itself as the go-to tool for supporting organisations in their journey to build a robust security culture.




## Challenges KnowBe4 solves

With 91% of successful data breaches originating from spear phishing attacks, attackers increasingly exploit human psychology to bypass technical defences. Untrained employees often struggle to recognise sophisticated social engineering tactics, making them susceptible to these attacks. Advanced techniques like deepfakes and spear phishing have made attacks more difficult to detect, leading to significant financial loss and potential reputational damage for companies. KnowBe4 addresses these issues by fostering a strong security culture and empowering employees to act as a "human firewall," helping organisations mitigate these human-related vulnerabilities.

## Opportunities for MSPs

KnowBe4 strengthens your security offerings, creating steady revenue from recurring training needs and upsells. Educating end-users reduces human-related incidents and support calls, lowering client risk. Top-tier security training differentiates you in the market and supports customers' compliance, especially in regulated industries. Building security awareness boosts trust, increasing client retention.

ELOVADE

020 3358 0090
partnersupport@elovade.co.uk
www.elovade.co.uk

Suite 2.1, Hurstwood Business Centre
York Road, Thirsk
YO7 3BX