

Cyber attacks have been named as one of the biggest threats to the world in 2018. Governing bodies and industry leaders strongly recommend that businesses invest in tools that increase security awareness and influence behaviour to support critical security business objectives through computer-based training.

Gartner 2017

At Purplephish, we are passionate about empowering employees to prevent cyber attacks. With the threat of cyber attacks only increasing, we understand the importance of educating end users to make smarter decisions about security.



Simulate the latest real world attacks to test the susceptibility of your users



Evaluate the risk profile of your business, to identify where you are most vulnerable



Educate your users to spot malicious activity and protect your environment



Calibrate your organisation's mitigation efforts against others in your industry

Benefits to your organisation

Technical benefits

Seamless setup

We want security training to be a great experience for everyone, so we have designed an easy to use platform for those managing it as well as those who are being trained. Getting started and enrolling users couldn't be easier; with just a few clicks users can be enrolled onto a chosen module or journey and the training can begin. Whether you have 50 users or 50,000 users, it doesn't matter, the solution automatically scales to your needs allowing you to 'set and forget' with automated programs if required. As new employees join your organisation, they can be enrolled straight away with ease, ensuring there are no risky security gaps in your organisation.

Realistic approach

We know the only way to properly test user's awareness is to use real world examples. Our phishing simulations are built around real world research. We test users with wide variety of technical and psychological techniques used by attackers to ensure they can learn to identify threats. Our Hub shows you what each simulated attack does and why it is relevant based on our research. By continuously analysing new threats we ensure that your users are being trained around the most up to date information.

Security-savvy employees

We deliver comprehensive and auditable security training, proven to enhance your users' awareness of cyber threats and prevent breaches. World class interactive video training educates your users on a variety of key security topics from phishing and online safety, to passwords and data security. The training covers key areas of risk and has been designed by experts to be both relevant and appropriate for all users. Using interactive videos and short quizzes, you can track engagement and ensure users are retaining the key learning objectives.

Measurable success

Want to know how your team is performing? With the Purplephish Hub you can not only track the susceptibility of your organisation to attack, but calibrate your own results against global and industry standards. This allows you to understand how your users' security awareness stacks up. You can view detailed analytics dashboards tracking individual or group progress and easily identify key trends. These allow you to understand your risk profile and see which departments or user groups are most at risk. The reports can easily be downloaded as an image (JPG), in Excel format (XML) or in CSV format, allowing you to share data with others.

Business benefits

Reduce risk

91% of cyber attacks begin with a phishing email and 30% of phishing emails are opened by the recipient. Empowering users with security awareness training is one of the best ways to keep your organisation safe and secure. Using a combination of interactive training and phishing simulations, the risk profile of your organisation can be greatly reduced. Providing on-going training and regular testing throughout the year ensures that your risk profile remains low and that the impact on user behaviour remains permanent, not temporary.

Mitigate attacks

By educating your users and training them using real world simulations you can mitigate attacks. Users who have undergone security awareness training are far more likely to spot even the most sophisticated of attacks. This means your risk of being breached is greatly reduced and your users become part of the solution.

Improve productivity

Many organisations spend a lot of time and resource dealing with security incidents. By empowering users to identify threats and avoid security risks, organisations can spend less time dealing with incidents and more time being productive. The ability to tap into world class security training reduces the load on HR and IT, easing the pressure on these departments to deliver training to meet the necessary compliance requirements.

Measurable ROI

Providing measurable ROI is something few security products can offer. With Purplephish you can track and report on progress in real time as users complete training and phishing simulations. You can also use the calibration feature to compare your organisation with industry standards so you know exactly how well your business is performing. The ability to export digestible data and reports in JPG, XML and CSV allows you to demonstrate the improvements to a broader audience.

Management

Purplephish is entirely cloud based, and therefore requires no on premise hardware or software deployment. Management is web based and can be accessed through any device with a modern web browser. The product is built on one of the largest cloud computing platforms in the world and offers the ability to scale seamlessly depending on the size of your organisation. User enrolment is simple and the user data can be easily imported from Active Directory or other directory services or databases using a CSV file.

Compliance

GDPR, ISO27001 and PCI-DSS all include user awareness training in their scope. With a wide variety of compliance mandates requiring employees to undertake security awareness training, it is important to not only provide training but also to record and demonstrate the results. Purplephish can not only help by providing engaging training but also take the hassle out of managing this process by providing a clear audit trail.

About Purplephish



Through real world attack simulation and interactive user training, Purplephish empowers employees to prevent cyber attacks. Our automated phishing simulations and awareness training equips users with the skills they need to start identifying phishing attacks and securing your businesses data.

Through detailed analytics, we give you the opportunity to track your user's performance in real time, allowing you to effectively monitor their progress and identify any areas where additional training may be required.

Contact us if you have any enquiries about this publication, including the Purplephish solution, at: info@purplephish.com