



THE BEHAVIORAL RISK PLATFORM

# Influence specific Security behaviors. Measure and reduce risk.

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## The problem we solve

CybSafe is software that helps security teams reduce avoidable incidents.

It does so by supporting and educating people, by empowering and improving confidence, and by measuring and improving their security behaviours. Think «Fitbit» fitness tracker, but for personal security decisions. This means security teams can see which elements of their security programme are working, and know why. You'll be more valued because you can prove reduction of human-cyber risk.

#### How we're different

Training content is mapped against security behaviours:

This allows you to take a targeted approach to supporting people. It makes it easy to set behaviour change objectives, then measure and prove success.

## Our culture survey is scientifically tested:

Our culture survey measures what it claims to measure, and does so consistently with a high, repeatable accuracy.

## Phishing emails are mapped against influencing factors:

CybSafe indicates **why** people click on phishing emails. Our phishing emails include three components; nature of attack, influence technique, and emotions evoked.

## CybSafe measures and improves over 70 security behaviours:

Our platform is powered by SebDB, the world's most comprehensive cyber security behaviour database.

### What our customer say



"CybSafe has allowed us to identify changes in security behaviour and respond accordingly. We now see and understand aspects of our human cyber risk that we simply couldn't get from training & phishing."

Steven Pendleton, Chief Information Security Officer, BMT

"CybSafe is just another level. It gives us really robust metrics that help us measure where our people are. It shows their behaviours as well as their attitudes."

**Caroline Bansraj, Global Cyber Security** Education & Awareness, Credit Suisse

#### Why partner with us?

Many businesses want a cyber security awareness solution that demonstrably addresses the human aspect by changing behaviour and actually reducing risk, shows a demonstrable return on investment and marks them out as an organisation that can be trusted to take information security seriously.

Partner with us: cybersecurity@securapro.co.uk