



The Outstanding ROI of KnowBe4's HRM+ Platform





Data Breaches and the Human Element

Reducing the risk of a data breach is paramount, and the overwhelming majority of data breaches are due to human error. According to Verizon's Data Breach Investigations Report, **74% of all data breaches involved the human element.**

It's why security awareness training and security orchestration platforms are critical at reducing risk, protecting data and ensuring regulatory compliance. They now represent one of the best return on investments for your organization's infosec budget.

Here are the cost savings, productivity gains and risk reduction an enterprise organization experienced by implementing **KnowBe4's Security Awareness Training (SAT), Compliance Plus** and **PhishER Plus** according to Hobson & Company, an analyst firm that quantifies and validates the value of technology.

80%

Decrease in
time delivering
SAT content

90%

Reduction in
time creating
SAT content

95%

Reduction in time
sending simulated
phishing emails

90%

Reduction in time
sending simulated
phishing emails

KnowBe4's Security Awareness Training

Prior to KnowBe4, the enterprise organization was using in-house resources to manually create, deliver and report on its entire security awareness and simulated phishing program, and has since seen significant savings by implementing [KnowBe4's Security Awareness Training](#).

“We spend a few hours at the beginning of the year setting up the training and simulated phishing and we're done for the year.”

- Cybersecurity Infrastructure Engineer

KnowBe4's Compliance Plus

Similar to KnowBe4's Security Awareness Training, the organization is also driving significant benefits in delivering and reporting on compliance training using [KnowBe4's Compliance Plus](#).

“We don't want to send the same stale content over and over again. KnowBe4 gives us fresh content to keep users on their toes”

- Director, Human Resources

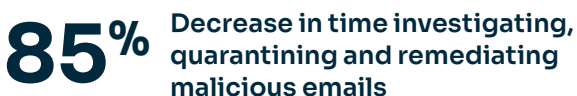


KnowBe4's PhishER Plus

Being able to reduce the time investigating and remediating malicious emails for the organization's infosec team was critical, which is why the organization implemented [KnowBe4's PhishER Plus](#).

“PhishER Plus is a life-saving tool. Previously we needed to manually check headers, links, etc., which could take up to 2 hours per email, and we were always concerned about human error in the process. Now, we spend 15 minutes and PhishER Plus automatically identifies the spam and removes them.”

- IT Security Analyst



Overall Risk Reduction and ROI

25% ↓

Reduction in risk of a **data breach or ransomware attack** due to **KnowBe4 Security Awareness Training**

10% ↓

Reduction in risk of a **data breach or ransomware attack** due to **PhishER Plus**

20% ↓

Decrease in **cyber insurance premiums and potential fines**

257% ↑

The 3-year ROI, with **annual benefits** exceeding \$317,000

Forrester Total Economic Impact Study

These benefits and risk reduction parallel similar findings from a [Forrester Consulting study](#) examining another KnowBe4 enterprise customer that uses KnowBe4's Security Awareness Training and PhishER Plus.

\$826,172

In savings from mitigated risk and saved employee time

\$432,346

Reduction in risk exposure over three years

\$411,302

In time savings from automated email alert notification and response

276%

Less than a 3-month payback period with a three-year ROI



Free Phishing Security Test

Find out what percentage of your employees are Phish-prone with your free Phishing Security Test



Free Email Exposure Check

Find out which of your users emails are exposed before the bad guys do



Free Automated Security Awareness Program

Create a customized Security Awareness Program for your organization



Free Domain Spoof Test

Find out if hackers can spoof an email address of your own domain



Free Phish Alert Button

Your employees now have a safe way to report phishing attacks with one click

About KnowBe4

KnowBe4 empowers workforces to make smarter security decisions every day. Trusted by over 70,000 organizations worldwide, KnowBe4 helps to strengthen security culture and manage human risk. KnowBe4 offers a comprehensive AI-driven “best-of-suite” platform for Human Risk Management, creating an adaptive defense layer that fortifies user behavior against the latest cybersecurity threats. The HRM+ platform includes modules for awareness and compliance training, cloud email security, real-time coaching, crowdsourced anti-phishing, AI Defense Agents and more. As the only global security platform of its kind, KnowBe4 utilizes personalized and relevant cybersecurity protection content, tools and techniques to mobilize workforces to transform from the largest attack surface to an organization’s biggest asset. For more information, please visit www.KnowBe4.com



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