knowbe4

KnowBe4 SAT:

Secure the Digital Workforce with AI-Native Attack Simulation, Security Awareness Training and Real-Time Coaching

KnowBe4's AI-Native SAT combines the industry's most comprehensive Security Awareness Training (SAT) and attack simulations with groundbreaking AI Defense Agents and Real-Time Coaching that work together to help users make smarter security decisions. By training, testing and reinforcing secure behavior in real time, it closes the gap between knowing what to do and actually doing it.

Designed to transform your workforce from a vulnerability into your strongest security asset, KnowBe4 SAT is the only AI-native attack simulation, training and coaching product backed by 15+ years of threat intelligence and user behavior data.

Highlights

- Personalized, engaging content matched to every role, risk level and learning style
- Continuous behavior reinforcement delivered at the moment of risk
- Realistic phishing and vishing simulations put learning into practice
- AI-generated custom content that meets your unique needs
- Significantly reduced administrative burden through AI-driven automation
- Quantifiably reduce risk and impart lasting behvaior change on the workforce

Train

The industry's most diverse training library, with content and cadence AI-personalized to each user's role, risk level and behavior.

Test

Relevant, realistic AI-generated attack simulations that expose vulnerabilities and prepare employees to recognize real threats.

Reinforce

Real-time coaching delivered in the right channels at the moment of risky behavior turns every mistake into a teachable moment.

Why Choose KnowBe4 SAT?

AI-Native SAT

AIDA (AI Defense Agents) fully automates the manual work of building campaigns, assigning training, phishing simulations and followups, so your team can focus on strategic security initiatives instead of day-to-day program management.

A Complete Risk Reduction Loop

KnowBe4 SAT doesn't stop at training. It closes the loop by testing what employees learned with realistic phishing and vishing simulations modeled after current attack patterns. It also reinforces security knowledge with Real-Time Coaching, fighting the "forgetting curve" with helpful reminders sent at the moment of risk.

Content Tailored to Your Organization

Use generative AI to create custom training in minutes using simple prompts or policies, with complete control over branding, messaging and more to ensure training meets your exact needs. Plus, create studio-quality AI-generated training videos through our partnership with Synthesia.

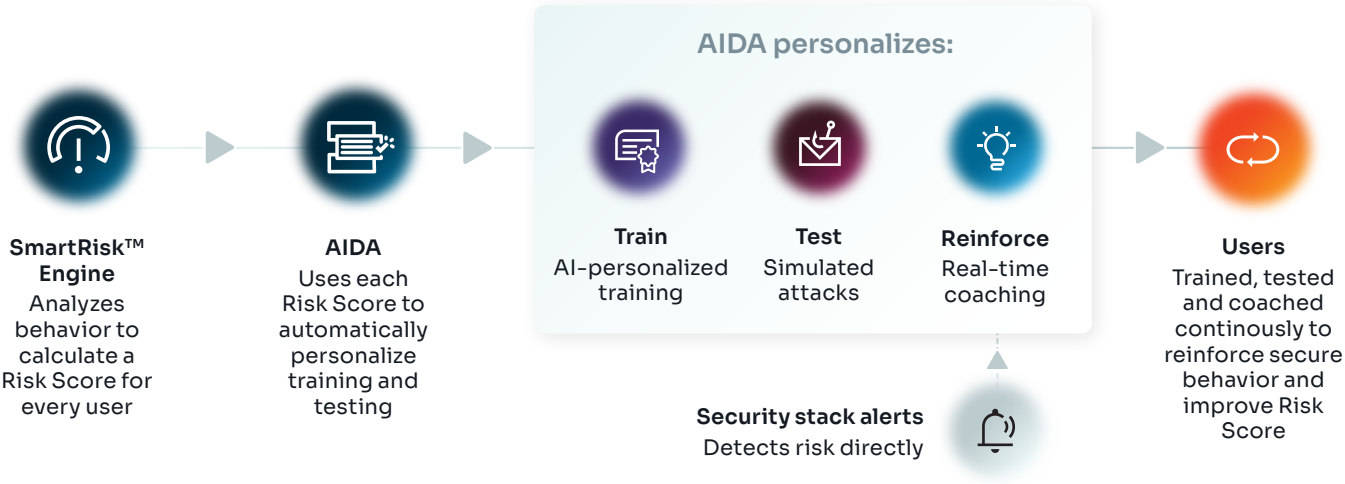
Secure Behavior Reinforcement

When a user clicks a suspicious link, fails a phishing simulation or makes a risky decision, Real-Time Coaching delivers a contextual SecurityTip in the tools they already use including Microsoft Teams, Google Chat, Slack or email. Nearly 3 out of 4 users don't repeat a mistake after one Real-Time Coaching message.

How Does KnowBe4 SAT Work?

KnowBe4 SAT is built on a simple premise: workforce risk isn't just a training problem, it's a behavior change problem. Behavior change requires knowledge, pressure-tested application, and real-time reinforcement all working together.

Our SmartRisk™ Engine analyzes user behavior to generate a dynamic Risk Score for every user. AIDA automates training and attack simulations, assigning the right content and phishing tests to the right user at the right time, and can even determine whether a quick SecurityTip or remedial training is appropriate for users who fail phishing simulations. Together, they create a continuous improvement cycle that drives lasting behavior change and reduces Phish-Prone™ Percentage (the percentage of employees likely to click on a phishing link) from an industry average of 33.1% to 4.1% within one year.



Reduce Risk Faster With KnowBe4 SAT



10% greater

Risk Score reduction with AIDA Orchestration vs. human-managed programs

4x faster

risk reduction than a human administrator

Use Cases

Reduce Repeat Incidents

When a user engages with a phishing or vishing test, Real-Time Coaching and AIDA combine to deliver in-the-moment feedback or targeted remedial training, turning mistakes into learning opportunities that help users avoid repeats.

Eliminate Manual Campaign Management

KnowBe4's AI-native SAT continuously adapts simulations and training based on new threats and user behavior so your program stays current and relevant without constant manual updates.

Identify High-Risk Users

KnowBe4's Risk Score highlights your highest-risk users and gives you a clear view of overall risk posture, so you can prioritize action where it matters most.

Stop Risk in the Moment

Real-Time Coaching detects risky behavior like visiting a dangerous site or exfiltrating data and delivers contextual guidance in Microsoft Teams, Slack, Google Chat or email before it becomes a habit.

AI Defense Agents

Revolutionize workforce risk management through KnowBe4's suite of advanced AI agents that manage and monitor your security awareness program.

Orchestration Agent

Fully automates program administration with an always-on, goal-driven approach. This agent continuously assesses risk to autonomously create and schedule individualized phishing tests and training, and can even determine whether a SecurityTip or remedial training is appropriate – eliminating manual management in favor of continuous, personalized security awareness at scale.

Remedial Training Agent

Assigns targeted training to users when they fail a simulated phishing test.

Ongoing Training Agent

Automatically assigns personalized training to users to address specific knowledge gaps and reduce organizational risk.

Phishing Agent

Autonomously creates, customizes and delivers simulated phishing attacks tailored to each user's role, risk profile and past interactions.

Template Generation Agent

Leverages generative AI to create highly realistic email templates mirroring current attack vectors while basing social engineering indicators on the NIST Phish Scale Framework.

Callback Template Generation Agent

Generates templates specifically for callback phishing attack vectors that combine phishing and vishing techniques.

Policy Quiz Agent

Ensures organization security and compliance alignment by generating intelligent quizzes based on your specific policies.

Knowledge Refresher Agent

Delivers timely, bite-sized refreshers at optimal intervals to combat the forgetting curve.

Recommended Landing Pages Agent

Automatically suggests contextually appropriate landing pages for phishing templates to reinforce learning.

Deepfake Training Content Agent

Generates custom deepfake training content featuring a leader from your own organization.

Custom SAPA Agent

Creates custom Security Awareness Proficiency Assessments tailored to your organization's unique environment.

Content Creation Agent

Uses generative AI to create custom training in minutes with simple, natural language prompts.

Learn More About **SAT**

KnowBe4, Inc. | 33 N Garden Ave, Suite 1200, Clearwater, FL 33755
855-KNOWBE4 (566-9234) | www.KnowBe4.com | Sales@KnowBe4.com

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