



BEAUCERON
SECURITY

2021 PHISHING REPORT

**MARKET LEADER
COMPARISON**

Phishing remains the favourite technique of cybercriminals worldwide as it continues to be the fastest, easiest way to break into any organization.

Anti-phishing programs are a valuable and vital part of protecting your organization and your people from this threat.

But not all anti-phishing education programs drive the same positive behaviour change results. Here's how our platform's results compare against the global market leader of anti-phishing training and education.

Faster Results

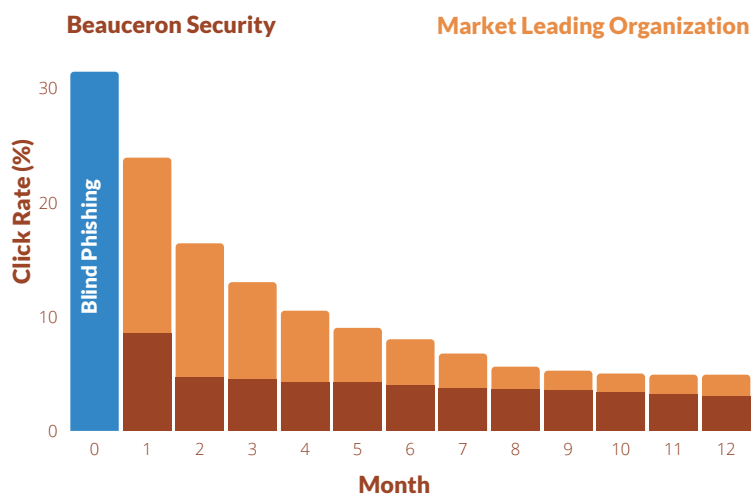
Achieve better results in 1/4 of the time

When evaluating anti-phishing training programs, it is important to ensure that the program gets results. An anti-phishing training leader recently published click rate benchmarks for the first year of using their program. Their click rate benchmarks were:

Market share leader

Pre-training (blind phishing) 31.4%
After 90 days 16.4% (48% decrease)
After one-year plus 4.8% (85% decrease)

It is well understood that the lack of anti-phishing training causes high click rates. As such, the **Beauceron Platform** focuses on building user resiliency from day one through training. In our platform, it is communicated to users that they will receive phishing simulations after they have completed their onboarding training.



Beauceron Security

After 90 days 4.7% (85% decrease)
After one-year plus 3.0% (90% decrease)

Through training and transparency, the platform encourages a positive cybersecurity culture and relationship with the IT team.

Using the Beauceron Platform, users achieve a 4.7% click rate in ¼ of the time it takes the market leader's users to reach a 4.8% click rate.

Using the Beauceron Platform, users achieve a 4.7% click rate 4 times faster than the market leader's users reach a 4.8% click rate.

While it is important to decrease the number of phishing simulations that employees click, the click rate can be easily manipulated based on difficulty of phishing simulations. For this reason, we reviewed two other key behaviours in this analysis to validate the desired behaviours.

Effectively Change Behaviour

Report Rate

Users' phishing report rates indicate that employees are knowledgeable about phishes, are engaged, and care to play a positive role in the organization. Increasing the report rate allows IT teams to become proactive about potential threats as they can investigate threats before they are incidents, and they can update filters to incorporate new phishing trends. Using the Beauceron Platform, users can improve their reporting behaviour by 231%:

Immediately after training	13.0%
After 90 days	25.8% (99% increase)
After one-year plus	43.0% (231% increase)

Ignore Rate

When phishes are not clicked or reported, they are being ignored. The ignore rate indicates that people can be disengaged or that they may require further education to better recognize phishes. Utilizing the Beauceron Platform, users can decrease their ignoring behaviour by 31%.

Immediately after training	78.0%
After 90 days	70.0% (11% decrease)
After one-year plus	54.7% (31% decrease)

A low ignore rate and high report rate indicate the adoption of safe behaviours, allowing IT teams to be proactive about potential threats.

What Sets Beauceron Security Apart


The **Beauceron Platform** has been designed to promote positive behaviour change.

People are empowered to make better cyber risk decisions when they have the right information; Beauceron's real-time reporting provides that crucial information at the right time. We drive better decisions about cyber risk through meaningful, personal and organizational risk scores that individuals and teams can see and improve.

Beauceron's cloud-based platform is designed to enable organizations and individuals to change their risky cyber behaviours by understanding the important role they play in protecting the organization.

The platform includes both an experience for every employee and a variety of security roles. These can be leveraged for senior leaders to remain informed on the cyber risks faced by their departments. This creates a culture where cyber risk can be managed across the organization in real time.

The graphic to the right illustrates key differences between the Beauceron Platform and the current market leader:

		Current Market Leader
Randomized and automated phishing	✓	✓
Create and upload courses	✓	✓
Security roles	✓	✓
Risk assessments	✓	✓
Comprehensive end-user risk scores based on a mature algorithm	✓	✗
Brandable dashboards	✓	✗
Tied into NIST framework	✓	✗
Ability to customize and edit surveys	✓	✗
Newsletter tool	✓	✗
Multi-stage Remedial training	✓	✗
Empower People. Reduce Cyber Risk.		

People are empowered to make better cyber risk decisions when they have the right information.

A Positive Approach

At **Beauceron Security**, our mission is to change the conversation about cyber risk, empowering people to feel in control of their technology.

We've created a powerful software-as-a-service platform to help organizations tackle cyber risk. Our comprehensive platform drives security programs that change behaviour. We engage users, encourage learning, and help them to recognize their role in cybersecurity.

Beauceron's high degree of automation can save the organization thousands of hours while arming leaders with real-time performance metrics to quickly illustrate compliance.

Founded in 2016 by security professionals, Beauceron Security serves organizations in every major industry vertical with clients ranging from 10 employees to 100,000+ employees.

Let's Get Started

Simplify your user onboarding, pull real-time compliance reports, and create custom relevant content in a fraction of the time.

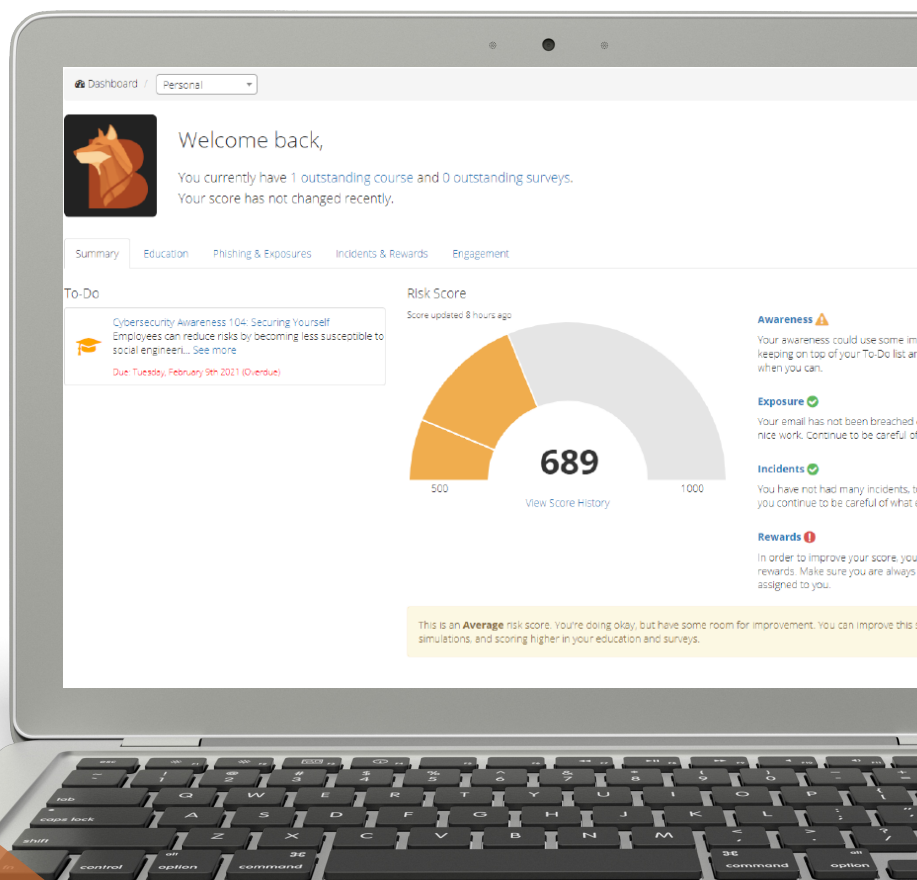
Your time is valuable, put it where it matters most – engaging your community.

Our customer success team is ready to help you achieve these results.

Contact Us

Office: 1 (877) 516-9245

sales@beauceronsecurity.com



BEAUCERON
SECURITY