

CASE STUDY KnowBe4 Helps Physical Security Manager Improve Cybersecurity Culture

Who is Aptum Technologies?

With fourteen ISO 27001 certified data centres dotted around the world, Aptum Technologies is a global hybrid multi-cloud managed service provider. For more than twenty years, it has supported over 3,000 customers in maximising their business outcomes with solutions tailored to their unique needs. From consultation and architecture to ongoing solution management and optimisation, Aptum Technologies empowers organisations with adaptability, underpinned by deep technical expertise. The company ensures critical data is stored, secured, managed, and moved appropriately.

The Challenge

In today's world, data lies at the heart of every organisation. As a specialist in hybrid multi-cloud, data centre and connectivity solutions, it is the responsibility of Aptum Technologies to ensure that customer data is handled with utmost care. On one hand, the data centres themselves need to be physically guarded from the steady stream of visitors, be it customers or contractors. On another front, they must defend themselves against an almost invisible threat, cyber attacks.

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Aptum Technologies has placed great emphasis on fine-tuning its security strategies to address both. However, the company's executives believed more had to be done. On top of completing the Service Organisation Control (SOC) 1 audit, it needed to meet a number of other

compliance audits, including SOC 2, ISO and PCI. The executives' forward-thinking also allowed the company to recognise that it would not be enough to simply tick the compliance box, or run a single awareness training course, once a year. Aptum needed a security-conscious and savvy team, trained and tested year-round.

As such, **Kathleen Joseph, Physical Security Manager at Aptum Technologies**, was tasked with sourcing a security awareness platform that could help do just that. While traditionally the human resources department would arrange and roll out most training for the organisation, Kathleen understood they required security-specific guidance in selecting a platform.

The Remedy

During the scouting period, Kathleen came across several platforms. All the demos she sat through were helpful and offered a wealth of information. Indeed, there were a couple that she liked a lot. However, as soon as she got in touch with KnowBe4, she was immediately taken by the exceptional customer service team.

For the most part, Kathleen encountered two starkly different approaches. There were vendors who hounded her every day for her thoughts on their platform, and others who hardly reached out at all. In contrast, KnowBe4 struck a fine balance. The sales team did not bombard Kathleen with questions on a daily basis but offered the gentle nudge once in a while to ask if there was anything they could do to help. KnowBe4 took notice of Kathleen's needs and adapted accordingly, holding her hand throughout the process, without being too pushy nor too passive.

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The Implementation

In September 2020, Kathleen decided to go for it and partnered up with KnowBe4. To her relief, the implementation process ran smoothly as well. She found the Automated Security Awareness Program to be highly intuitive, walking her through every step.

In her words, "The platform is pretty self-explanatory, which is great as I don't have a large amount of time to dedicate to it. Also, any time I had a question or was a little bit confused by anything, I just reached out to my customer success manager and no problem was too great or small for her to help with."

Kathleen began by running an initial phishing campaign to gauge where the company stood and found it did fairly well, ranking way above industry standards. Then she followed this up with a security awareness proficiency assessment to determine the team's shortcomings. Evaluated against seven knowledge areas, Kathleen could then gain a better understanding of the company's security posture and tailor training to each individual or department appropriately. She was particularly impressed by the different training options, from games and videos to training built to accommodate different occasions and the ability to turn up the difficulty level where necessary.

To encourage participation, Kathleen has also employed the use of KnowBe4's gamification badges to foster a bit of friendly competition as employees compete to get the highest score or finish first. This has allowed them to achieve an astounding 99% completion rate on the proficiency assessment and a completion rate in the low 90's percentile for other training courses. More importantly, KnowBe4's notification system has been especially useful.

"The reminders are extremely helpful as well, which is very different from other platforms we've used. Other platforms didn't give us the ability to notify employees or for the manager to be notified when an employee is overdue on a task. Before, the employee alone might get an overdue notice and of course, this is easy for them to ignore. But once it starts going to the manager, this is not so easy to do," shared Kathleen.

The Result

Altogether, the KnowBe4 platform has been well-received by the almost 500 members of the Aptum Technologies team. In fact, some have started to find that the training now needs to be taken up a level. Therefore, in the next phase, Kathleen will begin deploying more challenging phishing campaigns that are also specific to different departments.

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When asked what she would say to others considering a move to KnowBe4, she responded:

"What are you waiting for? Honestly, it makes life so much easier. You can set up the campaigns and literally forget about it. That's what I've done. Then every so often, I'll just check in and look at the feedback because this is important. I will reach back out to the team and let them know that they have been heard."

"But really, that's all I've done for months now with security awareness. I've just looked at the feedback, because everything else has all been set up. The platform just does what it's supposed to do."

"I suspect even our auditors want to use KnowBe4 now. I've had to, of course, walk them through what we're doing and when I showed them the platform, they were so pleased."