Location World, based in Ecuador, develops telematics technology and business models through the Internet of Things (IoT) for organizations from a variety of industries, such as automotive, transportation, security, logistics and insurance. Location World's goal is to give their customers access to different solutions through cloud computing-based Software-as-a-Service (SaaS), which optimizes processes and resources, and makes operations more profitable.

Information Security Is Critical for Accelerated Growth

Location World operates in different regions, such as Colombia, Ecuador, Peru, Argentina and Spain, and is growing in other countries in Latin America.

Over the last few years, Location World has stood out for being among the fastest growing organizations in the region. In the fleet management sector, the organization serves more than 6,500 clients with over 90,000 connected vehicles.

"We chose KnowBe4 because of its strong focus on information security, ease of use, and the high quality of content – localized in dozens of different languages and regional coverage – and features the platform offers to ensure continuous training capabilities."

Location World makes businesses viable and more efficient by leveraging the data that is generated through SaaS and Platform-as-a-Service (PaaS) products implemented in connected vehicles. This makes information security highly critical for business operations to ensure that the organization maintains an accelerated growth rate.

Diego García Lizarazo, Manager of Information Security at Location World, explains that monitoring data security and the way employees deal with it, is a challenge as a software development organization. Not only for business continuity, but also because Location World's customers demand information security best practices.

Location World

Industry
Technology

Headquarters
Quito, Ecuador

Challenge
Implementation of an information security department and security culture across the organization

Success by the Numbers

- 99.3% pass rate in phishing simulation tests, up from initial 50%

- More than 90% employee compliance with security training

- More than 1,000 hours of training delivered

- 160 people trained

- Greater confidence and trust with clients and partners

"We need to ensure that security processes and rules are followed, so it's important that employees are trained in cybersecurity," García says. "By doing this, we ensure that business will not be hampered by information security-related issues."

Fast Implementation with KnowBe4 Helped Increase Employee Security Knowledge

In 2020, Location World was searching for a specific approach to information security and cybersecurity. Faced with the need to implement an information security culture, the organization began searching for a platform that could support training its users on security awareness.

"By using the KnowBe4 Mobile Learner App our employees are able to access the training anywhere anytime,"

"We chose KnowBe4 because of its strong focus on information security, ease of use, and the high quality of content – localized in dozens of different languages and regional coverage – and features the platform offers to ensure continuous training capabilities," García says.

Upon implementation of the **KnowBe4** platform, Location World ran an initial survey through KnowBe4's Security Awareness Proficiency Assessment, which allowed them to know, in numerical terms, the maturity level of its approximately 140 employees. "The platform was implemented in just one month and we were able to understand our employees' maturity level in terms of security awareness and knowledge, " García says.

"From that moment on, we began to identify which topics demanded more training and knowledge," García explains. From this, in just four months, all employees were in tune with the security awareness training.

Location World has a low turnover rate among employees, and this also helped to ensure that the entire team was able to keep up to date with training.

"The new employees become familiar with the KnowBe4 platform when joining our organization, which supports a better knowledge and understanding of cybersecurity," García says.

García says the successful adoption and implementation of the KnowBe4 platform helped build knowledge of information security and cybersecurity issues. The partnership between Location World's information technology and human resources department was a key contributor for their success. The firm's general management also got behind the security awareness efforts, re-emphasizing to employees how important the training is.

"The IT security team works alongside the human resources department by managing the KnowBe4 platform, giving clear visibility of phishing simulations, while the HR team manages the type and frequency of training to the employees," García says.

To measure success, Location World evaluates the results of its employees' compliance with security training every month, and has completion rates of over 90%. García says the KnowBe4 platform's flexibility contributes to the great training completion rates.

"By using the KnowBe4 Mobile Learner App our employees are able to access the training anywhere anytime," García says.

"Today, KnowBe4 is crucial for the evolution and strengthening in the face of issues or vulnerabilities."

Developing a Security Culture Builds Confidence with Clients

Since deploying the KnowBe4 training and simulated phishing, Location World has developed a global culture of cybersecurity across the organization, in all countries where it has operations. Roughly 160 people access the KnowBe4 platform every month.

"We started on a small scale, with materials that did not take a lot of time. Since then, training has been extended to all areas of the organization. Users enjoy the content, and are always waiting for the next episode of KnowBe4's 'The Inside Man' training series," García says.

"Today, KnowBe4 is crucial for the evolution and strengthening in the face of issues or vulnerabilities.

"An example of the maturity reached by the organization in terms of information security awareness is reflected in the results of the phishing simulation executed by the KnowBe4 platform," García says.

In the beginning, the baseline simulated phishing test Location World ran showed near 50% of employees clicked on phishing emails. Now, after employees have been through training using the KnowBe4 platform, more than 99% do not click on phishing tests.

"Sometimes, the human resources area sends emails with the subject 'Not phishing' to guarantee users do read them," García says.

"Internally, the visibility given by the KnowBe4 platform on employee training and completion rates is important for delivering compliance reports to high level management and processes that make up the Information Security Committee," García says.

García says Location World's trained employees means the organization achieves another level of maturity and trust from its customers, which is also key to the success and continuity of its business.

"This is beneficial above all on the reputation side. We are perceived as more responsible and as being one step ahead of our competitors, giving our clients the confidence that they require," García says.

"The immense range and the high quality of training and phishing content offered by KnowBe4 allows us to continue evolving, and that is our plan."

Continuous Learning with the KnowBe4 Content Library

Location World understands that an information security strategy must be continuous. "It is not a one-off project, but rather an evolving one, which continues to gain strength," García says. "The immense range and the high quality of training and phishing content offered by KnowBe4 allows us to continue evolving, and that is our plan."