phish defense.

Time to be one step ahead of the hackers

We Know Cyber Security
that fits your need

STRATEGIC TRENDS IN CYBERSECURITY

Cybersecurity Awareness and Training

As human error remains one of the weakest links in security, increasing cybersecurity awareness and training is crucial to reducing risks and ensuring that all members of an organization are equipped to recognize and prevent potential breaches.

Remote Work and Network Security:

The shift to remote work has broadened the attack surface for cyber threats, complicating the task of securing networks as employees access systems from various, often less secure, locations.
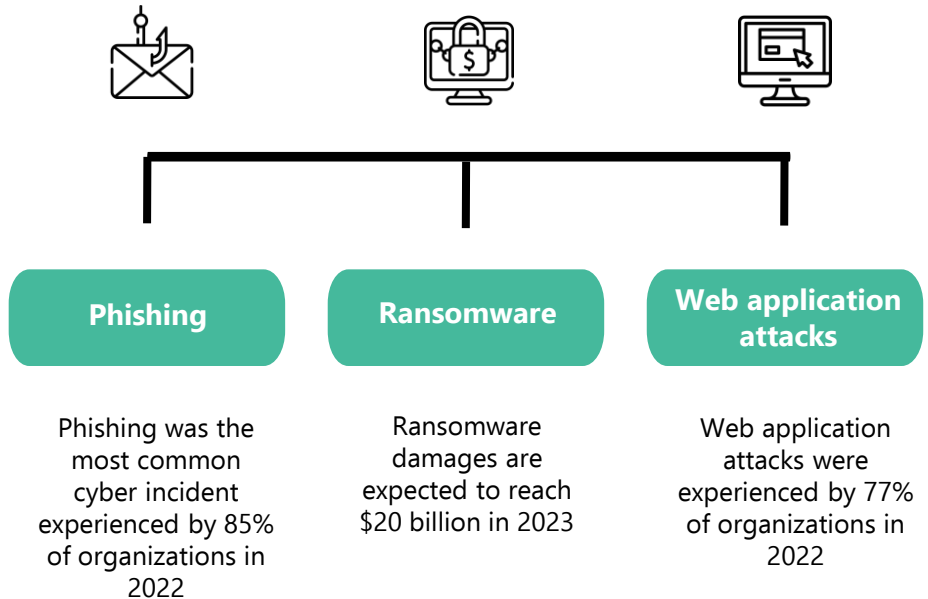
Regulatory Challenges and Resource Gaps

The growing number of regulations and the pace at which they are introduced can be difficult to keep up with, especially given the shortage of skilled cybersecurity professionals.

Advanced Cyber Attacks

Cybercriminals are leveraging artificial intelligence (AI) and machine learning (ML) to conduct more complex and stealthy cyber-attacks, which traditional security measures may not detect.

Most Common Cyber Attacks faced in 2022/2023

Phishing

Ransomware

Web application attacks

Phishing was the most common cyber incident experienced by 85% of organizations in 2022

Ransomware damages are expected to reach $20 billion in 2023

Web application attacks were experienced by 77% of organizations in 2022

PHISHING IS FATAL

Targeting Remote Workers

The 2021 (PTI) Report by PhishLabs revealed a **220% increase in phishing attacks targeting remote workers compared to the previous years**.

Social Engineering Success

Social engineering tactics, commonly used in phishing attacks, continue to be highly effective. The 2021 State of Cybersecurity Report by ISACA found that social engineering attacks, including **phishing, were the primary cause of successful cybersecurity breaches reported by organizations.**

Gone in 60 Seconds

Falling for Phishing—fast

< 60 sec.

The median time for users to fall for phishing emails is less than 60 seconds.
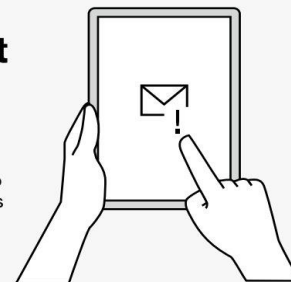
Cost of Data Breaches

The IBM Cost of a Data Breach Report 2021 found that data breaches involving phishing attacks had an average total **cost of $4.28 million per incident.**

Widespread Incidents

According to the 2021 Verizon Data Breach Investigations Report (DBIR), **phishing was involved in 36% of data breaches** analysed, making it one of the **most common** tactics used by cybercriminals.

MITIGATE PHISHING THREATS

Reduction in Click Rates

According to the 2020 State of the Phish report by Proofpoint, organizations that conducted cybersecurity awareness training saw a **37% decrease in phishing click rates compared to those that did not provide training.**

Improvement in Employee Awareness

A study conducted by the Aberdeen Group found that organizations with formal security awareness programs experienced a **64% improvement in employees' understanding of security best practices,** including identifying phishing emails.

Cybersecurity Awareness

More training is needed.

68%

68% of all breaches involved a non-malicious human element, caused by a person who either fell victim to a Social Engineering attack or made some type of Error.

0% 20% 40% 60% 80% 100%

Cost Savings

The 2021 Cost of a Data Breach Report by IBM found that **organizations with robust cybersecurity awareness training programs experienced lower average data breach costs compared to those without such programs.**

Increase in Reporting Rates

Research by the Ponemon Institute indicates that organizations with cybersecurity awareness training programs in place had **higher rates of reported phishing incidents**. This suggests that training encourages employees to recognize and report suspicious emails promptly.

PHISH DEFENSE SOLUTION

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Awareness

Security Awareness Training

Tailored awareness training Content on latest techniques & best practices

Phishing Reporter

Detailed reporting & analytics to track progress & improve awareness

Online Quizzes

Fun and engaging way to test awareness

Online Games

Learning through Games

Simulation

Email Phishing Simulation

Realistic Simulations Customizable scenarios

WhatsApp Simulation

Simulation on popular messaging platform Improve awareness

SMS Phishing Simulation

Text message-based phishing

Identify Vulnerabilities & enhance awareness

Voice Phishing Simulation
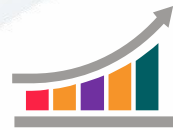
Simulate social-engineering tactics

Voice-based phishing simulation

PROACTIVE DEFENSE >>>>>>>>> COMPREHENSIVE COVERAGE >>>>>>>>> DATA DRIVEN INSIGHTS

KEY FEATURES

Flexible Hosting Model
Adaptable and agile hosting service to meet various client needs.

Multi Language
Dynamic multi-language training simulations for immersive and inclusive learning experiences

Gen Ai Native Platform
Personalise campaigns down to individual level

API integrations to pull scattered, unstructured data to create unique campaign templates

Multi-channel Simulation
Immersive multi-channel phishing simulation for comprehensive cybersecurity awareness training

Industry Advisory Board
Guidance from an advisory board providing invaluable insights for strategic decision-making and organizational growth

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OUR ENGAGEMENT MODEL

SCOPING

Define the Scope and Objectives

DESIGN

| Email | SMS | Voice | WhatsApp |

| E-Learning | Games | Quizes |

EXECUTE

Execute the Phishing and eLearning Campaigns

ADAPT

Adapt based on the responses and send new campaigns to selected users
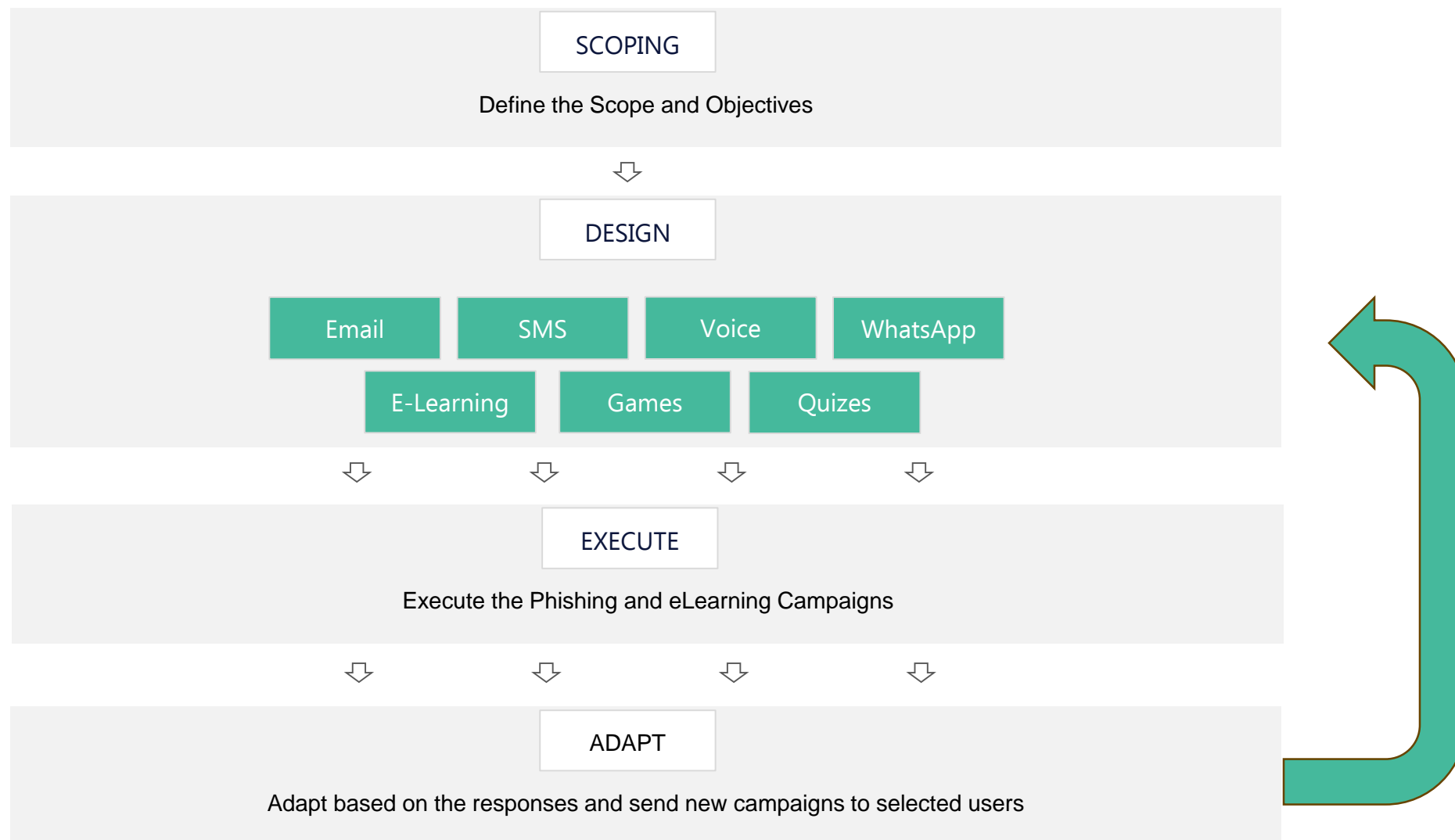
OUR CORE TEAM AND INDUSTRY ADVISORS

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Director of Sales
and Partnership

S J Vijay (Advisor)

Founder and
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Leap Ventures

Geff Wenborn (Advisor)

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Vijaykumar Dayinde (Advisor)

CIO at Malaysia Airports &
Advisor

Kalyan Achyutuni (Advisor)

Chief Technology Officer,
Censa

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Feature	Phish Defense	InfoSec	Knowbe4	Cofense
LMS				
Learning Management (LMS Integrations)	Yes	Yes	Yes	Yes
Learning Management System with Autoroll	Yes	Yes	Yes	Yes
Whitelabeled content	Yes	No	No	No
Mobile App for Gamification	Yes	No	No	No
Customized E-learning content	Yes	No	No	No
Dashboard	Yes	Yes	Yes	Yes
Real-Time Visible Training Results	Yes	Yes	Yes	Yes
Campaigns Summary	Yes	Yes	No	No
Unified Dashboard	Yes	No	No	No
White Label				
White labelling	Yes	No	No	No
Vishing				
Vishing – Voice call Phishing	Yes	Yes	No	No
Vishing – Supports over 900 network	Yes	No	No	No
Ability to create Vishing templates	Yes	No	No	No
Spoof Sender Number	Yes	No	No	No
Smishing				
Smishing – Text Based Simulation	Yes	No	No	No
Smishing – Supports over 900 network	Yes	No	No	No
Ability to create Smishing templates	Yes	No	No	No

Feature	Phish Defense	InfoSec	Knowbe4	Cofense
Reporting				
Advanced Reporting	Yes	Yes	No	No
Reporting APIs	Yes	Yes	Yes	Yes
Branded Reports	Yes	No	No	Yes
Basic Reporting	Yes	Yes	Yes	Yes
Reporting and Analytics	Yes	Yes	Yes	Yes
Customized Board of Directors Report	Yes	No	No	No
Customized Training Certificates	Yes	No	No	No
Print & Export Reports	Yes	No	No	No
Board of Directors Report	Yes	No	No	No
Editable Executive Report	Yes	No	No	No
Campaigns				
Multiple Template campaigns	Yes	No	No	No
Clone campaigns	Yes	No	Yes	Yes
Schedule Real-Time alerts for campaigns	Yes	No	No	No
Automated Training campaigns	Yes	Yes	No	No
Integration and Plugin				
Plugin to Report suspicious email	Yes	Yes	Yes	Yes
Advanced API integration	Yes	Yes	Yes	Yes
Mail Server/ LDAP integration	Yes	No	Yes	Yes
Active Directory Integration	Yes	Yes	Yes	Yes
Office 356 integration	Yes	No	No	No
Exchange On-Premises Integration	Yes	No	No	No
Outlook and Office integration	Yes	No	No	No
OWA Plugin	Yes	No	Yes	Yes
Gmail Plugin	Yes	No	Yes	Yes
Google App Integration	Yes	No	No	No
Mobile Integration	Yes	No	No	No

Feature	Phish Defense	InfoSec	Knowbe4	Cofense
Others				
Industry Benchmarking	Yes	Yes	Yes	NA
Vishing Security Test	Yes	No	No	No
SMS/Text Phishing Simulation	Yes	No	No	No
Smart Groups	Yes	No	No	No
Security Roles	Yes	No	No	No
USB Test Drive	Yes	Yes	No	No
Education Content Library	Yes	Yes	No	No
Administrative Features	Yes	Yes	No	No
MSP Account Management	Yes	No	No	No
Professional Services	Yes	No	No	No
CBT Modules	Yes	No	No	No
Advanced Theme Selector	Yes	No	No	No
Automated Playbooks	Yes	No	No	No
Advanced Analytics	Yes	Yes	No	No
Mobile responsive modules	Yes	No	No	No
Credentials – Data Entry	Yes	No	Yes	Yes
Password Capture	Yes	No	Yes	Yes
Attachment in Phishing template	Yes	No	Yes	Yes
Pre-Launch Test	Yes	No	Yes	Yes
Pre-set landing page template	Yes	No	Yes	Yes
Customizable Landing page	Yes	No	Yes	Yes

Feature	Phish Defense	InfoSec	Knowbe4	Cofense
Reporting KPI				
Click Rate	Yes	No	No	No
Opened Messages	Yes	No	No	No
No Response	Yes	No	No	No
Campaign History	Yes	Yes	No	No
Repeat Offenders	Yes	No	No	No
Deployment				
On-Prem	Yes	No	No	No
SaaS	Yes	Yes	No	Yes
Hybrid	Yes	No	No	No
Service				
Self-service – License based	Yes	No	No	No
Tool as a service	Yes	No	No	No
Template				
Preset Template Library	Yes	Yes	Yes	Yes
Customizable Template Library	Yes	Yes	Yes	No
Template Creation	Yes	No	No	No
Professional Template Services	Yes	No	No	No
Active phishing Threat Templates	Yes	Yes	No	No
Education Template		Yes	No	No
General Features				
Unlimited Phishing Simulation	Yes	No	No	No
Schedule Features	Yes	Yes	Yes	No
Additional Services				
Brand Protection Tools	Yes	No	No	No

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