

Efficiency
and ease of
management
for organizations
of any size

Kaspersky ASAP: Automated Security Awareness Platform

kaspersky

BRING ON
THE FUTURE



Kaspersky
Automated Security
Awareness Platform

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More than 80% of all cyber-incidents are caused by human error, with companies losing millions recovering from staff-related incidents. Yet the effectiveness of traditional training programs intended to prevent these problems is limited, and frequently fail to inspire and stimulate the necessary behavior.

Human mistakes as the biggest cyber-risk today

\$1,057,000
per enterprise organization

The average financial impact of data breaches caused by inappropriate IT resource use by employees*

\$98,000
per SMB

The average financial impact of data breaches caused by inappropriate IT resource use by employees*

52%
of companies

regard employees as the biggest threat to corporate cybersecurity**

30%
of employees

admit that they share their work PC's login and password details with colleagues***

23%
of organizations

do not have any cybersecurity rules or policies in place for corporate data storage***

Barriers to launching an efficient security awareness program

While companies are eager to implement security awareness programs, many are unhappy with both the process and the results. Small and medium businesses, which don't usually have the experience and resources needed, are particularly challenged in this area.

Not efficient for students:



Perceived as difficult, boring, irrelevant drudgery.

An administrative burden:



How to create a program and set goals?



It's all about 'don't' rather than about 'how to'



How to manage training assignments?



Knowledge is not retained



How to control the progress?



Reading and listening isn't as effective as doing



How to fully engage people with the training?

* Report: "On the Money: Growing IT Security Budgets to Protect Digital Transformation Initiatives", Kaspersky Lab, 2019

** Research: "The cost of a data breach", Kaspersky Lab, Spring 2018.

*** "Sorting out a Digital Clutter", Kaspersky Lab, 2019.

Efficiency and ease of awareness management for organizations of any size

Introducing the Automated Security Awareness Platform, which forms the core of the Kaspersky Security Awareness training portfolio.

The Platform is an online tool that builds strong, practical cyber-hygiene skills for employees throughout the year. Launching and managing the Platform doesn't require special resources or arrangements, and it provides the organization with built-in help at every step of the journey towards a safe corporate cyber-environment.

How to evaluate an awareness program

One of the most important criteria when choosing an awareness program is its efficiency. With ASAP, efficiency is built into the training content and management. The platform's content is based on a competency model consisting of 350 practical and essential cybersecurity skills that all employees should have. Without these skills, whether through ignorance or negligence, employees can harm the business.

Efficient training

Consistent

- Well thought-out, structured content
- Interactive lessons, constant reinforcement, tests, simulated phishing attacks to ensure skills will be applied

Training materials and their structure are arranged in accordance with the specifics of human memory, our ability to absorb and retain information.

Practical & engaging

- Relevant to employees' everyday working life
- Skills that can be put to immediate use

Examples from real life situations in which employees can recognize themselves contribute to learner engagement while helping to retain information.

Positive

- Puts a proactive spin on safe behavior
- Explains 'why' and 'how to' instead of the taboos

Too many rules and restrictions can cause discontent, while explanations and convictions aligned with the way people think naturally contribute to adoption and behavior change.

Easy management

Easy to manage

Fully automated learning management brings every employee up to the security skills level appropriate to their risk profile without any intervention of the platform administrator

Easy to control

"All-in-one" dashboard & actionable reports

Easy to engage

Invitations and motivational emails as well as weekly student and administrators reports are sent automatically by the Platform.

ASAP management: simplicity through full automation

Start your program in 4 simple steps

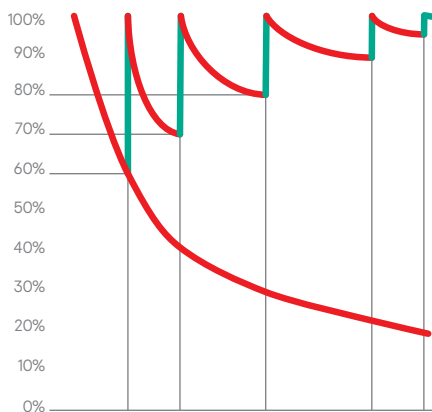


This is the only step where the administrator needs to think and make decisions

The platform builds an education schedule for each group, based on pace and target level, and delivers actionable reporting and recommendations

The Ebbinghaus Forgetting curve

Repeated reinforcement helps build strong skills.



- Obliteration
- Remembering after reinforcement

Adjusts to the individual pace and learning abilities of each employee

- The platform automatically ensures that users learn and pass tests on the basics before progressing to the next level
- No need for management to spend time on individual progress analysis and manual adjustments

Benefit from specific learning paths for each risk profile

Use automated rules to assign employees to a certain group based on their desired educational target level. This target level depends on the risk their particular role poses to the company. The higher the risk, the higher the target education level should be, e.g. IT or accountants typically represent a higher risk than other workers.

Flexible learning

- The scope of the training is completely flexible, while retaining the advantages of sequential automated learning management
- For each training group you are able to select:
 - Topics which students in the group need to learn (and skipping the ones that you don't want to train now).
 - The target level you want students to achieve for each particular topic. Employees won't spend their working time on learning irrelevant topics.

Get actionable reports anytime

- Enjoy dashboards with all the information needed to control
- Get suggestions on how to improve results
- Download reports from the main page in a single click, and configure the frequency of receiving reports by mail

ASAP methodology

Continuous incremental learning

- From the simple to the more complex, topic by topic and level by level: learning knowledge increases
- Expanding and applying previously acquired knowledge in new contexts

Multimodal content

- Each level includes: Interactive lesson reinforcement assessment (test and simulated phishing attack where applicable)
- All training elements support the particular skill being taught in each unit, so that skills are truly mastered and become part of the new, desired behavior/Interval learning
- The Ebbinghaus 'forgetting curve' – learning methodologies based on the specifics of human memory
- Repetition builds safe habits and prevents forgetting
- Reinforcement in every module

Interval learning

- The Ebbinghaus 'forgetting curve' – learning methodologies based on the specifics of human memory
- Repetition forms builds safe habits and prevents forgetting
- Reinforcement in each every module

Training topics

Each topic comprises several levels, detailing specific security skills. Levels are defined according to degrees of risk they help eliminate: Level 1 is normally enough to protect from easiest and mass attacks while to protect from the most sophisticated and targeted attacks, one needs to study the next levels.

- Passwords & Accounts
- Email
- Web browsing
- Social networks & Messengers
- PC Security
- Mobile Devices
- Confidential data*
- GDPR*

* Will be added IQ 2020

Example: Skills trained in “Web browsing” topic

Beginner To avoid mass (cheap and easy) attacks	Elementary To avoid mass attacks on a specific profile	Intermediate To avoid well-prepared focused attacks	Advanced To avoid targeted attacks
13 skills, including: <ul style="list-style-type: none"> – Set up your PC (updates, antivirus) – Ignore obviously malicious websites (those which ask to update software, optimize PC performance, send SMS, install players, etc.) – Never open executables from websites 	20 skills, including: <ul style="list-style-type: none"> – Sign-up/Login with trusted sites only – Avoid numeric links – Enter sensitive information on trusted sites only – Recognize the signs of a malicious website 	14 skills, including: <ul style="list-style-type: none"> – Recognize faked links – Recognize malicious files and downloads – Recognize malicious software 	13 skills, including: <ul style="list-style-type: none"> – Recognize sophisticated fake links (including links looking like your company websites, links with redirects) – Avoid black-SEO sites – Log out when finished – Advanced PC setup (turn off Java, adblock, noscript, etc.)
	+ reinforcement of elementary skills	+ reinforcement of the previous skills	+ reinforcement of the previous skills

Key subjects covered in the topic: Links, Downloads, Software installations, Sign-up & Login, Payments, SSL

Languages

As of July 2019 the Platform (both student's and admin interface) are available in the following languages:

- Arabic
- Dutch
- English
- French
- German
- Italian
- Portuguese
- Russian
- Spanish

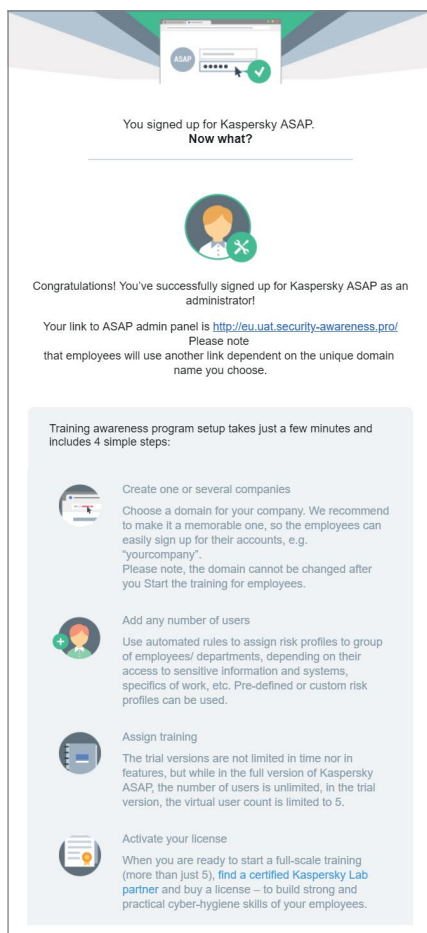
Well-balanced, structured content and relevance to real life ensure efficiency

Learning principles in ASAP are based on the methodology that takes into account the specifics of human nature, our ability to perceive and absorb information. The content is full of real life examples and cases that highlight the personal importance of cybersecurity for employees. The Platform focuses on training skills, not just providing knowledge, so practical exercises and employee-related tasks are at the core of each module.

Modules combine different types of exercise to keep users interested and alert and to motivate them to learn and acquire safe behavior.

Visual style and texts are not only translated into different languages, but are adjusted to reflect different cultures and local attitudes.

Simulation-based tasks and exercises to build practical skills and keep users entertained and motivated



You signed up for Kaspersky ASAP.
Now what?

Congratulations! You've successfully signed up for Kaspersky ASAP as an administrator!

Your link to ASAP admin panel is <http://eu.uat.security-awareness.pro/>
Please note that employees will use another link dependent on the unique domain name you choose.

Training awareness program setup takes just a few minutes and includes 4 simple steps:

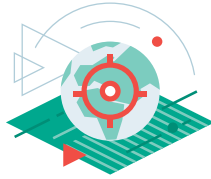
- Create one or several companies**
Choose a domain for your company. We recommend to make it a memorable one, so the employees can easily sign up for their accounts, e.g. "yourcompany".
Please note, the domain cannot be changed after you start the training for employees.
- Add any number of users**
Use automated rules to assign risk profiles to group of employees/ departments, depending on their access to sensitive information and systems, specifics of work, etc. Pre-defined or custom risk profiles can be used.
- Assign training**
The trial versions are not limited in time nor in features, but while in the full version of Kaspersky ASAP, the number of users is unlimited, in the trial version, the virtual user count is limited to 5.
- Activate your license**
When you are ready to start a full-scale training (more than just 5), find a certified Kaspersky Lab partner and buy a license – to build strong and practical cyber-hygiene skills of your employees.





Kaspersky Security Awareness

Key program differentiators



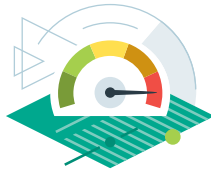
Role-based, targeted training

- Learn what you need to know, based on your role and risk profile
- Real-life examples and skills that can be put to immediate use
- Learning by doing



Human-centric

- Training that's structured in line with the way people naturally think
- Putting a positive, proactive spin on safe behavior
- Information and skills that are easy to digest and retain, thanks to methodologies based on the specifics of human memory



Continuous incremental learning

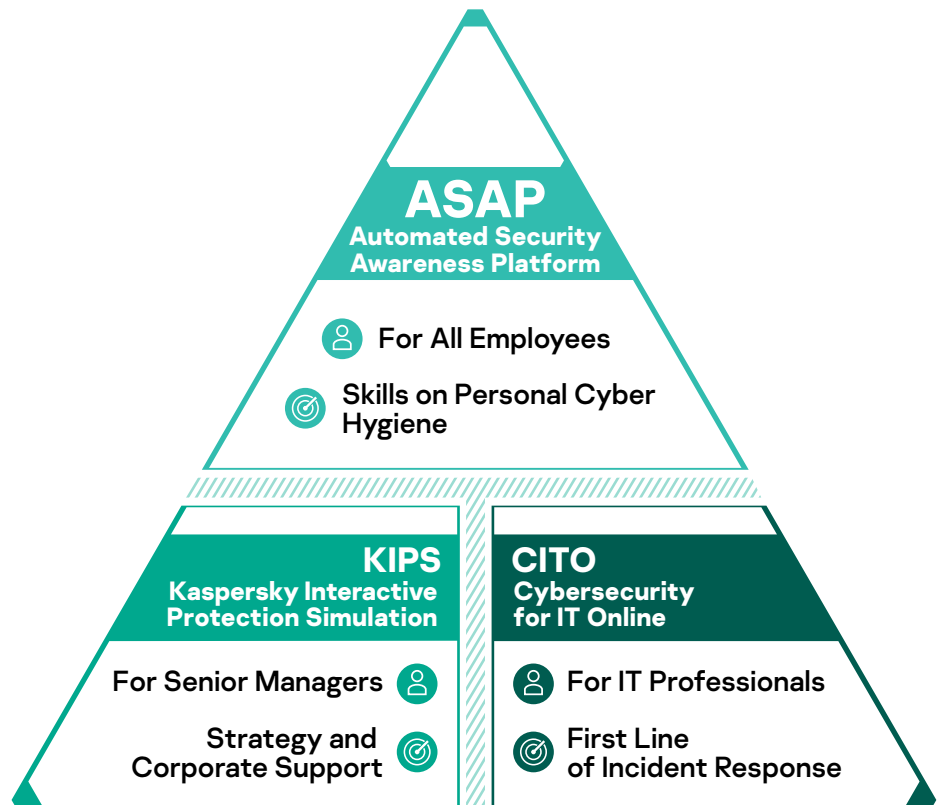
- From the simple to the more complex
- Expanding and applying previously acquired knowledge in new contexts



Easy to manage and control

- Online
- Automated learning management
- Invitations and motivational emails sent automatically with individual recommendations for every student

Different training formats for different organizational levels



Kaspersky ASAP free trial: [k-asap.com](https://kaspersky.com/asap)
Enterprise Cybersecurity: www.kaspersky.com/enterprise
Kaspersky Security Awareness: www.kaspersky.com/awareness
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