

CYBERSECURITY: A PEOPLE PROBLEM

Find out why you need to pay attention to what behavioral data is telling you, and what you and your employees could do to protect your organization.

THE HUMAN ELEMENT

\$100 Billion Cybercrime Cost

The estimated annual cost of global cybercrime is \$100 billion. The cost is expected to increase to \$2.1 trillion globally by 2019.¹



52% Human Error

Human error accounts for 52% of the root cause of security breaches.²



6% Customer Churn

Research estimates 6% customer churn for an organization resulting from a breach.³



75 Million People Affected

Anthem breach affected more than 75 million people and costing the company \$260 million, originated from phishing attack targeting Anthem employees.⁴



Biggest Target: Social Media

Phishing is 10 times more common than malware in social media posts. 40% of Facebook accounts and 20% of Twitter accounts claiming to represent a Fortune 100 brand are unauthorized.⁵



It Only Takes One

A single opened email caused the hack on the U.S. Military by seizing the email system used by the Joint Chiefs of Staff.⁶



WHAT DO YOU NEED TO ASK YOURSELF?



How am I measuring my employees' ability to protect the organization from cyber threats?



Can my employees identify red flags of social engineering attempts?



Do my employees take proper steps reporting suspicious emails?

THE BIG QUESTION

IS THERE DATA THAT UNVEILS THESE RISKS WITHIN MY ORGANIZATION? THERE IS...



43%

SECURING PERSONAL DEVICES

43% of employees don't know the proper steps to keep personal devices secure while traveling for work.



35%

SOCIAL ENGINEERING RED FLAGS

35% of employees can't identify signs of a possible social engineering attempt.



32%

DATA PRIVACY BEST PRACTICES

32% of employees are unable to identify data privacy best practices.



28%

DUE DILIGENCE PROCESS

28% of employees are unsure how to verify a vendor's legitimacy before disclosing private information.



99%

SHARING PRIVATE INFORMATION

99% of employees know when, where and with whom can private information be shared.



99%

PROTECTING WORK DEVICES

99% of employees know not to download unapproved software to work devices.



99%

PROTECTING PRIVATE INFORMATION

99% of employees know not to leave documents unattended containing private information.



91%

REPORTING SECURITY INCIDENTS

91% of employees are aware that all security incidents must be reported.

BENCHMARK EMPLOYEES' BEHAVIORS AND PROTECT YOUR ORGANIZATION FROM RISK EXPOSURE WITH:

== PULSE ==

Pulse delivers dynamic, modular, and configurable learning experiences built on a foundation of unparalleled data and insights designed to elevate individual and organizational performance.



ENGAGE

Reduce training fatigue with intuitive, interactive, and rewarding experiences that use advanced learning methods, game mechanics, and motivational techniques to keep learners tuned in.



EDUCATE

Optimize time spent on the topic with adaptive activities and personalized feedback. Each employee achieves 100% proficiency with the level of practice they personally need.



ANALYZE

Market-leading analytics put actionable insights in your hands: measure return on training investments, drive change, and strategically strengthen ethics and compliance programs.

Sources: ¹Forbes, ²TheInquirer, ³IBM, ⁴OnTheWire, ⁵Proofpoint, ⁶BusinessInsider

FIND OUT MORE ABOUT THE PULSE SOLUTION



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