



Educate, protect and empower

Your guide to
building employee
cybersecurity
awareness



Kaspersky
Automated Security
Awareness Platform

kaspersky BRING ON
THE FUTURE

Start your free trial today:
k-asap.com

Helping your systems survive...

78%³

Companies who say employees have put **data at risk** accidentally in last 12 months

\$116K⁴

Cost of **inappropriate IT use** per year for SMBs

\$3.92M⁵

Average **global cost** of one security breach

90%¹ of cyber-incidents are caused by human error

Thanks to advanced phishing filters and firewalls, many organizations have better security protection. So today, the first point of vulnerability in the cybersecurity chain is your own people. They provide an entry point into IT systems, with human error now accounting for the majority of cyber incidents.

Your organization could lose significant revenue, simply through a lack of security awareness. In fact, 82%² of employers report a shortage of cybersecurity skills.

Educating your employees about cybersecurity issues now – to change their attitudes and behavior – will protect your business and IT systems. With Kaspersky Automated Security Awareness Platform (ASAP), you benefit from more effective computer-based interactive training, which can significantly decrease the number of human-related cybersecurity incidents in an organization .

...while your employees thrive

Freedom to perform

Great technology exists in many companies, so people must have the cybersecurity skills to use it confidently. The right training delivers that, and also increases security awareness amongst your employees, boosts morale and contributes to a better work culture.

Just like other training, learning cybersecurity skills is less effective if courses are lengthy, technical and uninspiring. Security awareness training should be continuous, with a clear program structure, and smaller step-by-step lessons that stimulate the necessary behavior and motivate your employees to detect and report real attacks.

Giving your employees the freedom to perform will have widespread benefits for your business – well-trained employees safeguard your company by reducing security incidents, improving uptime and efficiency across your organization.

1 Analysis of data breach reports filed with the Information Commissioner's Office (ICO)

2 CSIS – The Cybersecurity Workforce, 2019

3 Opinion Matters – Insider Data Breach Survey, 2020

4 Kaspersky report – IT security economics in 2019

5 IBM – Cost of a Data Breach report, 2019

Creating a safer place



How the right training breaks down barriers

Unlike 'ordinary' training content, Kaspersky ASAP is built around over 20 years of experience and our specialist skillset in security. We know precisely which skills employees should develop in order to behave safely and safeguard the company; and these topics are built directly into training content, divided by topics and levels. It makes training comprehensive, yet engaging for learners of all levels, which overcomes a number of important training barriers:

| The barrier | The solution |
|--|---|
| <p>Training is boring</p> | <p>We learn best when training is related to our everyday work tasks. So cybersecurity training should be closely linked to the employee's use of technologies and online activities – and include real-life security examples that are fully up to date. Similarly, employees should pass lessons and tests that solve real-life problems rather than being theoretical. This provides internal motivation – “now I know how to act correctly” – to encourage the employee. Finally, the use of online interactive training keeps the learning process fresh, with continuous goals and skills that can be put to immediate use.</p> |
| <p>Topics are easily forgotten</p> | <p>Learning by following rules or watching videos is not an effective way to ingrain new knowledge, so Kaspersky ASAP has been designed around better learning principles and methodologies. These combat the Ebbinghaus 'forgetting curve', where memory retention declines over time. Repeated reinforcement with Kaspersky ASAP – including knowledge tests and interaction – is memorable, and helps build strong cybersecurity skills.</p> |
| <p>Training is not country-relevant</p> | <p>For larger organizations, Kaspersky ASAP give you consistent learning paths across different countries. The visual style and texts are not only translated into different languages, but adjusted to reflect different cultures and local attitudes.</p> |
| <p>Training isn't comprehensive</p> | <p>Kaspersky ASAP training topics cover passwords and accounts; email; web browsing; social networks and messengers; PC security and mobile devices; GDPR and protecting confidential data. Each topic has a training path with different levels from beginner to advanced. It's ideal for comprehensive training or for organizations who want to select specific topics that can be taught at a level to suit everyday working requirements.</p> |
| <p>The curriculum is hard to manage</p> | <p>The beauty of online, automated learning is that it makes training provision easier. Everything from employee invitations and emails to pace-setting of lessons and actionable reporting is built-in, with automatic management of continuous, incremental learning. Users who represent a risk or who ignore lessons or fail tests are automatically highlighted so that administrators can take appropriate action in time.</p> |

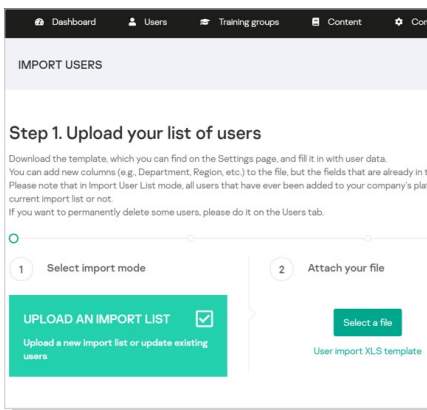
Performing without limits

Automated and easy to manage

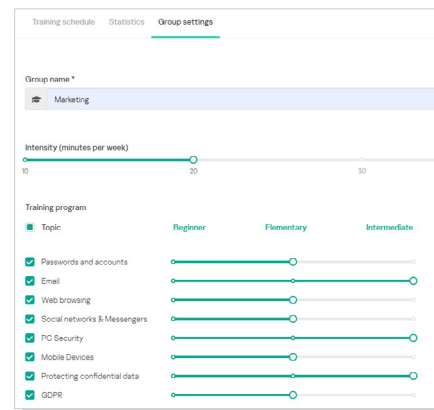
Kaspersky ASAP changes the way you deliver cybersecurity training content for good. Now you can safeguard your organization using online learning paths that are interactive and more engaging for employees.

Previously, keeping track of training content and measuring the progress of learners was a challenge. Using Kaspersky ASAP automated incremental learning, everything is incredibly easy to set up and deliver. So you're quickly up and running, and the curriculum is delivered with full management control. You can easily segment different employees so that they receive different cybersecurity topics; set targets, deliver automatic emails and recommendations and produce actionable reports.

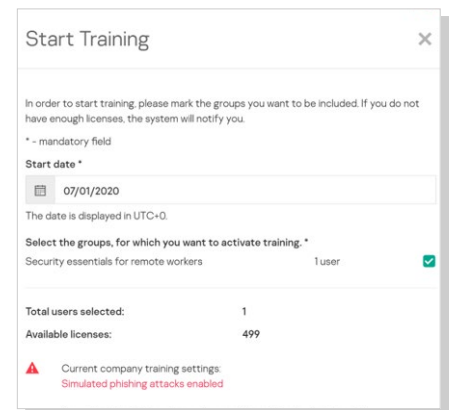
Here's a taste of how you can quickly automate training to safeguard your IT systems and organization through better cybersecurity awareness:



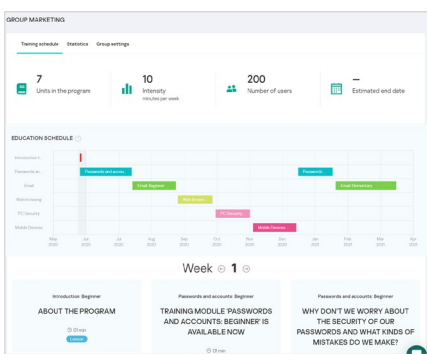
Add users
Launch your education program in just a few clicks



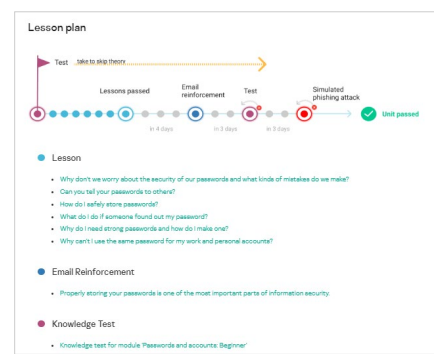
Set risk levels and intensity of program
Group employees based on their target training levels



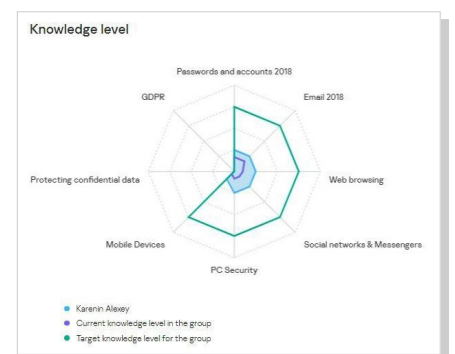
Schedule training dates
Enter start dates for each group



Automatic curriculum creation
The education curriculum is built automatically, according to a user's target training level



Different content/levels
Within every learning unit there are varied content types for each topic



Group statistics
Check progress through one simple interface

Survive and thrive: skills examples

Some of the 300+ skills your employees will learn

Password use

✗ Employees create similar and familiar passwords for all logins, and change them infrequently

✓ Employees know how to create passwords for personal and corporate resources that are in no way connected. They update passwords frequently, and know how to use password managers



Fake information

✗ Employees do not recognize fake domains, fake pop-up windows and other fake content

✓ Employees recognize invalid link addresses given by fake subdomains and can tell an official site or pop-up window by understanding particular attributes



Email content

✗ Employees are unaware of the dangers which may be contained in links and emails attachments, and do not check sender addresses

✓ Employees are able to check attachments in letters for risks, such as executable files. They can also identify manipulative language in emails and recognize when a sender's name has been mimicked



Mobile security

✗ Employees may leave mobile devices on a desk with sensitive data and corporate logins, and don't know how to detect malware on smartphones

✓ Employees lock devices when not in use and know how to recognize and avoid malware on smartphones. Multi-factor authentication is set up for important services.



Give your employees the freedom to thrive



Start raising security awareness with a free trial

Visit k-asap.com

You read a lot about hacking, but we never received training about it before. Learning these skills helps you to be more confident that you can spot when something's fake or dangerous.

Reservations Agent in Tourism

Cybersecurity Awareness Training should be understandable to the average user, interesting and easy to administer. The solution from Kaspersky combines it all. It really is a case of simpler is better.

Manager in Construction Industry

The phishing course was very helpful and interesting. This platform really helped us figure out things we don't know about cybersecurity in our working life and gain basic knowledge about correct online behavior so we don't undergo a cyberattack or virus.

IT Consultant in Retail

I've completed two cybersecurity topics already and I feel more confident that I'm working in a better way. The training isn't intrusive since you can do it in bite-sized chunks.

Accountant in Marketing

I like the automatic invitations and emails that the training sends me. It keeps me involved in the course. I'm learning what I need to know, and it's going to be good for my particular job.

Salesperson in Retail

We had struggled to deliver training that really worked in a classroom scenario. We've seen much greater success by automating training with Kaspersky, and after 6 months of use we're reporting far fewer cyber incidents.

HR Director in Manufacturing

Kaspersky ASAP free trial: k-asap.com
IT Security News: business.kaspersky.com

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