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A casual  
educational game

# [Dis]connected

# [Dis]connected -

## - A Casual Educational Game from Kaspersky

Ever-growing digital technologies have a profound impact on every part of life. Computers and computer-based systems affect almost every aspect of human activity, and this influence continues to spread. These technologies bring greater opportunities, cost efficiencies, the ability to scale globally and many other enriching capabilities. But in order to fully benefit from them, security awareness and the proper use of cybersecurity skills is more important than ever.



## Security Awareness is a real challenge for educators

**Computers has been intervened to every sphere of human life**

**70% of companies** either have a digital transformation strategy in place or are working on one\*

**42% of respondents** working in companies 1000+ employees said that the majority of training programs they attended were useless and uninteresting\*\*

**73%** of workers have not received any IT security awareness training since they transitioned to WFH\*\*\*

Despite many businesses implementing security awareness training, their efforts are often no more than meaningless formality, and people aren't sufficiently motivated and engaged to take the new skills on board and change their behavior.

**How do you truly engage employees about cybersecurity?  
How do you motivate them to change their behavior and use the skills they've learnt during training?**

The best way to understand why you should act in a certain way is from personal experience. But when it comes to cybersecurity, learning from your own mistakes can be massively expensive. This is where simulations and game techniques come to the rescue! Using gamified training, you can 'live' a situation and experience its consequences without causing any harm to yourself or your company.

\* Tech Pro "Digital Transformation Survey"

\*\* Capgemini "The digital talent gap"

\*\*\* "How COVID-19 changed the way people work". Kaspersky

# A new approach to mastering IT security skills

## Dive into cybersecurity: get a unique experience

Become a hero of the future and see how cybersecurity impacts our lives

During the game, a player will need to solve 18 cases covering cybersecurity topics that include:

- **Passwords and accounts,**
- **Email,**
- **Web browsing,**
- **Social networks and messengers,**
- **Computer security**
- **Mobile devices**

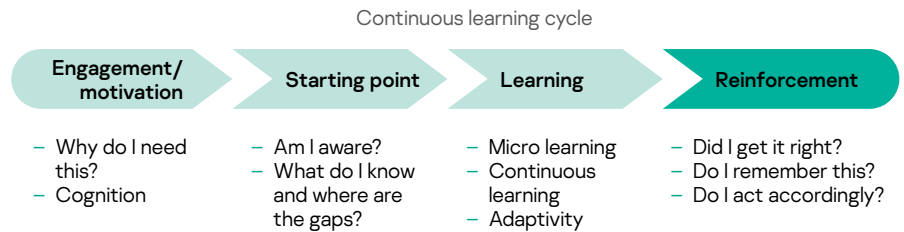
**Target audience:** National projects, enterprises, etc.  
Suitable for ages 18+

[Dis]Connected runs on PCs and Android phones

**Game session:** multiple 3-7 minutes sessions, overall game duration: ~60 minutes

To make the perception of cybersecurity more personal, to increase engagement, boost interest in IT security and to reinforce training material, Kaspersky unveils its visual novel game - [Dis]connected.

[Dis]connected is an integral part of a comprehensive security awareness learning cycle. Educational games, especially in combination with other security awareness formats – are the most effective way to ensure that employees' digital behavior patterns have changed and are more secure.



## Make Security Awareness part of a thrilling quest

Immerse yourself in the game's atmosphere to experience how cybersecurity really affects our lives.

In the game, players spend a week in the future. Despite the technological advancements that exist there, people's human interactions are the same as they are today – they face the same dilemmas and make the same mistakes. But how do their choices impact IT security – and vice versa?

Step into the world of the near future and help the main character in the game with their work, life and struggle against mysterious criminals. All your decisions, whether you play it safe or get careless, will determine whether you become [disc]connected from your work, your relationships... and yourself.

## Immersive experience

Elements of cybersecurity are woven in the game's plot, and the game reveals how our decisions around cybersecurity can help to achieve – or spoil – the goals.

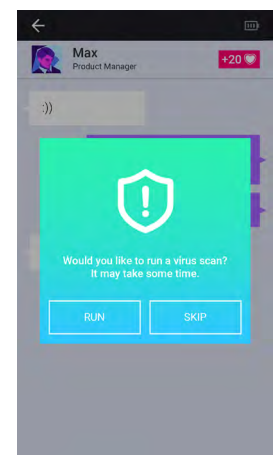
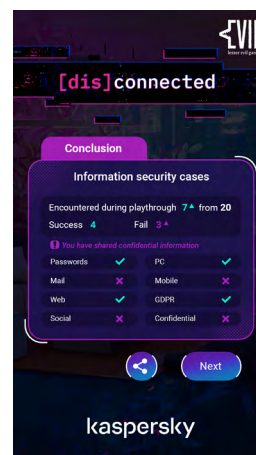
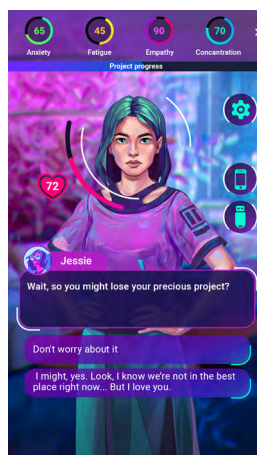
To ensure an even more complete immersive experience, there are built-in emulated applications – messengers, banking apps, etc.

## Shape the story with your decisions

All the choices a player makes in different areas are interconnected, and the story has several alternate endings, depending on the decisions made.

## Find out how you applied cybersecurity skills

At the close of the game, players receive a summary of how successfully they coped with the project, what is happening in the hero's personal life, and if their security skills are sufficient for today – and tomorrow



# Kaspersky Security Awareness – a new approach to mastering IT security skills

## Key program differentiators



### Substantial cybersecurity expertise

20+ years' experience in cybersecurity transformed into a cybersafety skillset that lies at the heart of our products

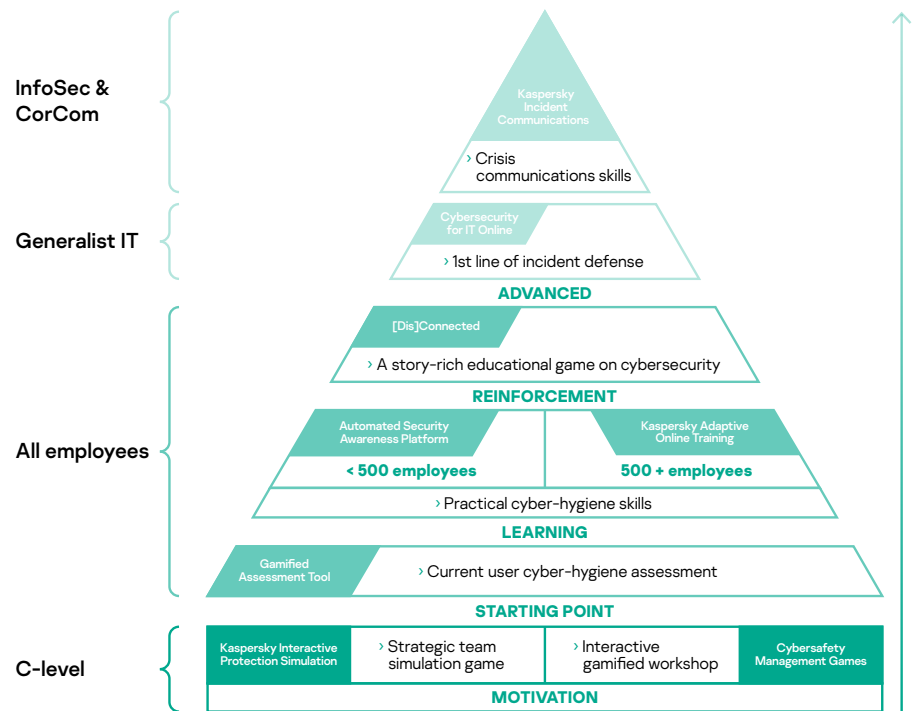


### Training that change employees' behavior at every level of your organization

Our gamified training provides engagement and motivation through edutainment, while the learning platforms help to internalize the cybersecurity skillset to ensure that learnt skills don't get lost along the way.

Kaspersky Security Awareness offers a range of highly engaging and effective training solutions that boost the cybersecurity awareness of your staff so that they all play their part in the overall cybersafety of your organization. Because sustainable changes in behavior take time, our approach involves building a continuous learning cycle that includes multiple components.

## Different training formats for different organizational levels



## Kaspersky Security Awareness worldwide



Kaspersky Security Awareness: [kaspersky.com/awareness](https://kaspersky.com/awareness)  
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