



Effective training
for employees.
Ease of use for
managers.

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Kaspersky ASAP: Automated Security Awareness Platform

kaspersky

BRING ON
THE FUTURE



Kaspersky
Automated Security
Awareness Platform

Kaspersky ASAP: Automated Security Awareness Platform

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 error is the biggest cyber risk

\$1,315,000
per enterprise organization
The average financial impact of data breaches caused by inappropriate IT resource use by employees*

\$132,000
per SMB
The average financial impact of a data breach caused by physical loss of company owned mobile devices exposing the organization to risk*

50%
of businesses
reported experiencing threats directly caused by inappropriate staff behavior, making this the most common threat to IT security*

43%
of small businesses
suffered a security incident due to IT security policies violation by employees*

26%
of employees
said their personal email has the same password as their work account**

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: Report "IT security economics 2021", Kaspersky

** <https://www.beyondidentity.com/blog/password-sharing-work>

Efficiency and ease of training 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 300+ practical and essential cybersecurity skills that all employees should have.

Educate your employees about cybersecurity to change their attitude and behavior and protect your business and IT systems.

Efficient training

Consistent	<ul style="list-style-type: none">– Well thought-out, structured content– Interactive lessons, constant reinforcement, tests, simulated phishing attacks to ensure skills will be applied <p>Training materials and their structure are arranged in accordance with the specifics of human memory, our ability to absorb and retain information.</p>
Practical & engaging	<ul style="list-style-type: none">– Relevant to employees' everyday working life– Skills that can be put to immediate use <p>Examples from real life situations in which employees can recognize themselves contribute to learner engagement while helping to retain information.</p>
Positive	<ul style="list-style-type: none">– Puts a proactive spin on safe behavior– Explains 'why' and 'how to' instead of the taboos <p>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.</p>

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

Better learning principles

Kaspersky ASAP is changing the way we provide cybersecurity learning content. Now you can choose whether to assign employees a basic express course that will help you quickly meet regulatory requirements for cybersecurity training, or refresh their knowledge, or opt for a full course broken down into complexity levels

Express course

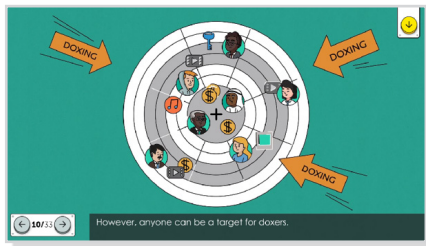
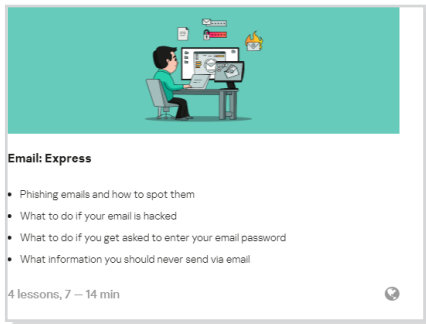
A short version of the training in audio-video format. Each of 6 major cybersecurity topics contains several small lessons to help the user master basic cybersecurity skills.

- Interactive theory
- Videos
- Tests

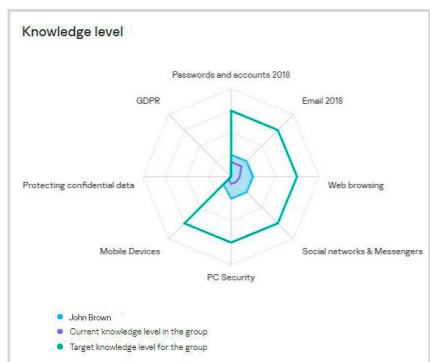
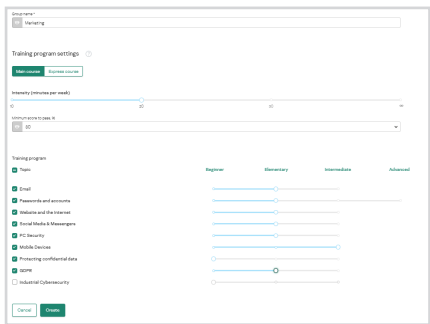
Simulated phishing attacks are not included in the learning path, but can be assigned additionally by the administrator as a phishing campaign

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 path



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:
 - Main or express course or a combination of both
 - Topics to train in the main course and/or the express course which students in the group need to learn
 - The target level you want students to achieve for each selected topic in the main course.

Actionable reports anytime

- Enjoy dashboards with all the information needed to control and manage statistic summaries about company users, training slots, and group training, with the ability to drop down to the individual level
- 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

Freedom to perform

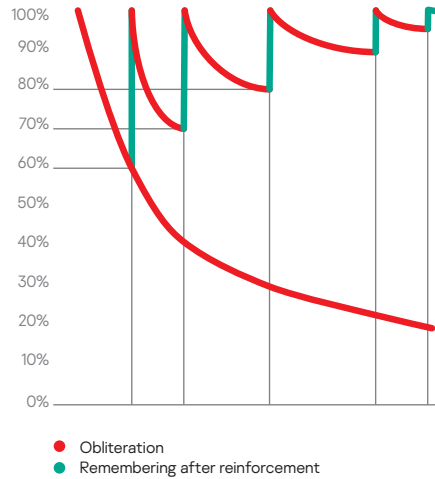
Employees may study at any convenient time and from any device. Mobile-friendly design makes learning even more comfortable. Users can access the training portal using personalized links from the training invite or use a single link for all users via Single Sign-On (SSO) technology

ASAP main course methodology

Continuous incremental learning

The Ebbinghaus Forgetting curve

Repeated reinforcement helps build strong skills.



- 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 methodology based on the specifics of human memory
- Repetition forms builds safe habits and prevents forgetting
- Reinforcement in each every module

Each topic comprises several levels, detailing specific security skills. Levels are defined according to the degree of risk they help to eliminate: Level 1 is normally enough to protect from the easiest attacks and mass attacks. To protect from the most sophisticated and targeted attacks, the higher levels need be studied.

Training topics

- Passwords & Accounts
- Email
- Websites and the Internet
- Social media & Messengers
- PC Security
- Mobile Devices
- Protecting confidential data
- GDPR
- Industrial Cybersecurity

Example: Skills trained in “Websites and the Internet” 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
23 skills, including: <ul style="list-style-type: none"> – Recognize fake pop-ups – Pay attention to redirects – Distinguish genuine download links from fake ones – Recognize executable files found on the web – Be able to determine the authenticity of a browser extension 	34 skills, including: <ul style="list-style-type: none"> – Enter data only on sites with a valid SSL certificate – Use different passwords for different registrations – Recognize fake sites by a number of signs – Avoid numeric links – Recognize invalid network link addresses by fake subdomains 	12 skills, including: <ul style="list-style-type: none"> – Check sharing links before sending – Use software only from trusted manufacturers for torrents – Download legal content only from torrents – Clear browser cookies regularly 	13 skills, including: <ul style="list-style-type: none"> – Recognize sophisticated fake links (including links looking like your company websites, links with redirects) – Check sites using special utilities – Recognize if the browser is mining – Avoid black SEO sites
	+ 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

* Will be added during 2022

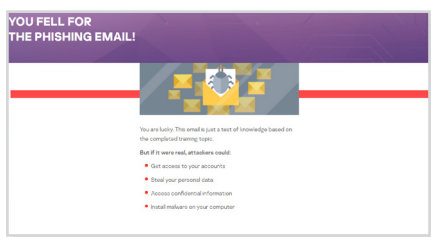
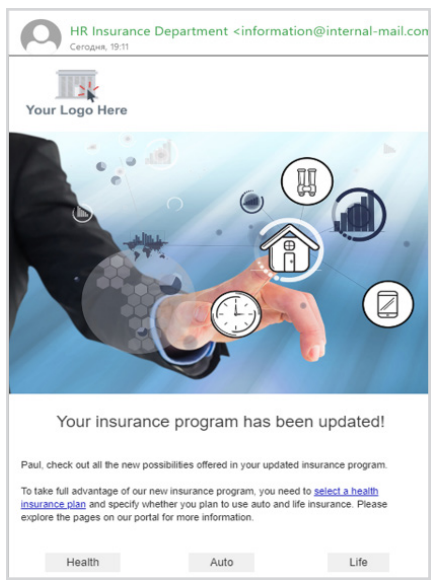
Languages

The Platform (both student's and admin interface) are available in the following languages:

- Arabic
- Dutch
- English
- French
- German
- Italian
- Portuguese
- Russian
- Spanish
- Czech
- Kazakh
- Polish
- Slovenian
- Rumanian
- Turkish
- Hungarian
- Danish
- Swedish
- Greek*
- Serbian
- Brazil (Portuguese)*
- Portuguese
- Romanian
- Serbian
- Slovenian
- Swedish
- Turkish
- Greek
- Japanese
- Chinese (Mandarin)*

* are coming in 2022

Example of the editable simulated phishing template and feedback



Well-balanced, structured content relevant to real-life to 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.

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

Simulated phishing campaigns

Phishing campaigns are an addition to the main training process that test employees' practical skills in avoiding phishing attacks. This will help the training manager identify gaps in user knowledge and encourage them to study topics they're having trouble with.

The platform comes with ready-made email templates containing phishing examples that can be sent to platform users in all available languages. The set of available templates is regularly updated with new ones. You can also create custom emails based on predefined templates.

Try a simulated phishing attack before you start the training - check your employees' resilience! It will help employees and management to see the benefits of training.



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 changes employees' behavior at every level of your organization

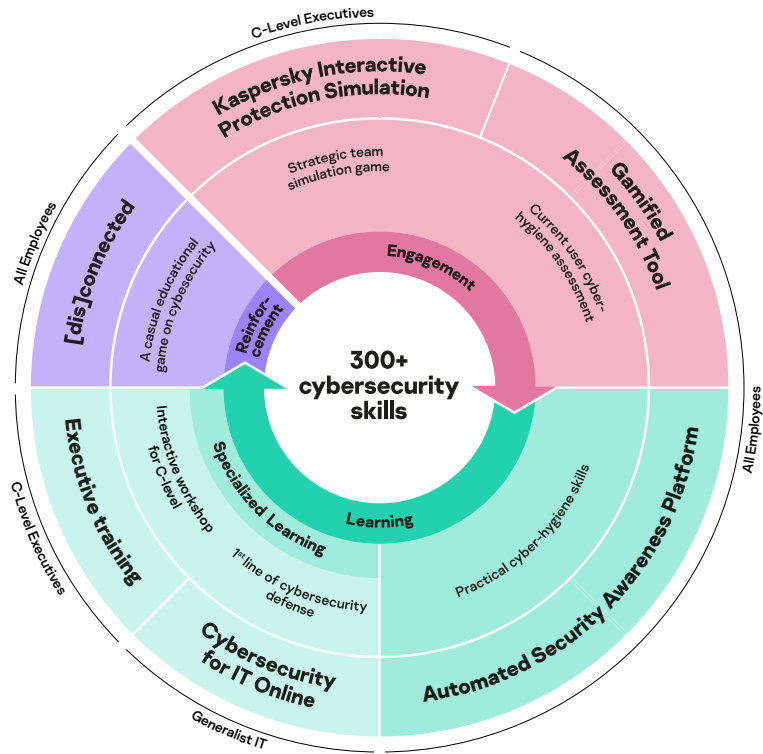
Our gamified training provides engagement and motivation through edutainment, while the learning platforms help to internalize the cybersecurity skillset to ensure that learnt skills don't get lost along the way.

Kaspersky Security Awareness offers a diverse range of solutions covering all the cybersafety-specific needs of enterprises, and teaches the skills everyone needs using the latest learning techniques and technologies.

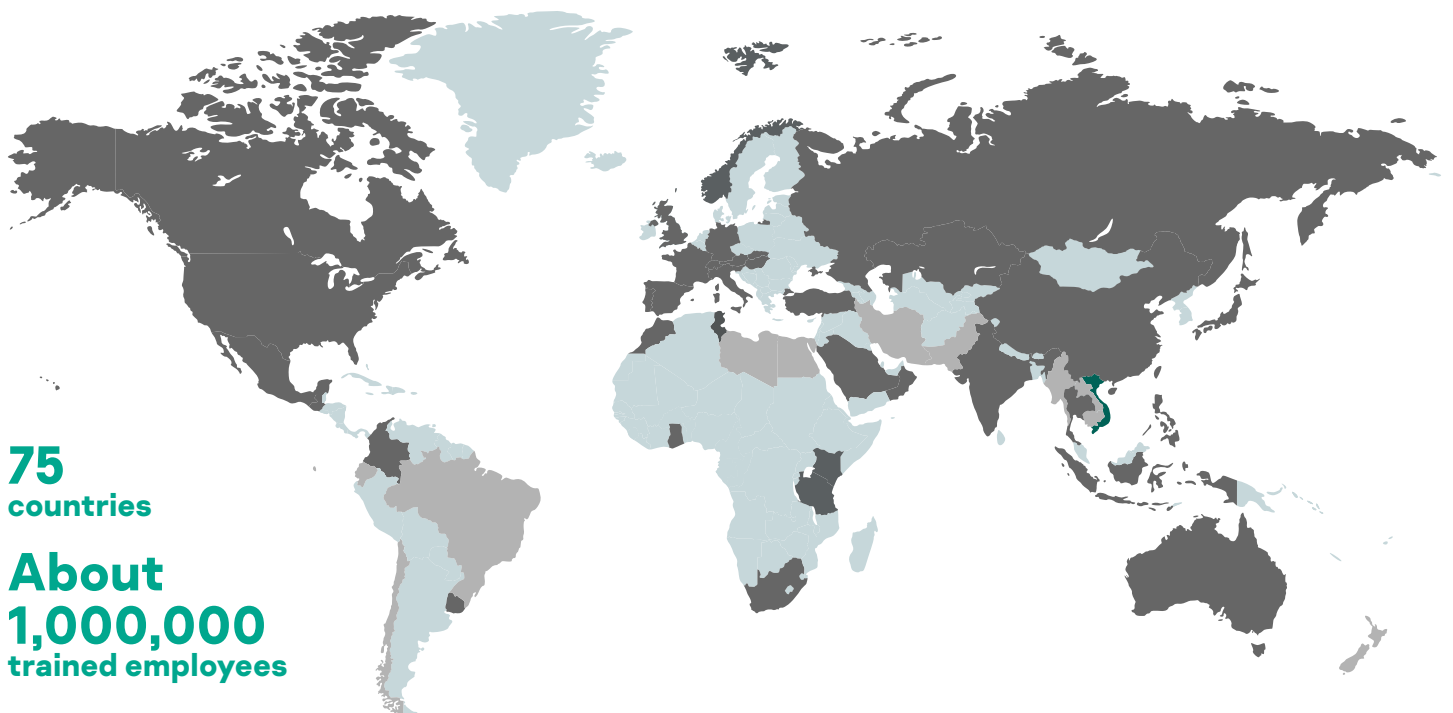
One flexible training solution for all

Choose a single solution that addresses a specific security need, or let us provide packages that make it easy for you to launch and target training according to all your needs and priorities. You can find more information about packages here:

kaspersky.com/awareness



Kaspersky Security Awareness worldwide



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