



SECURITY AWARENESS TRAINING THAT WORKS!

Company Profile



We have a very clear mission

TRANSFORMING USER BEHAVIOUR

“This is the only way public and private organisations can confidently navigate the digital transition.

In a context where cyber attacks are increasingly sophisticated, targeted, and hard to detect, adopting the right digital posture has become essential.

Reducing vulnerability to human error is no longer just good practice; it is now a strategic priority. Adopting a conscious hands-on approach to cyber risks transforms every digital user from a potential vulnerability into the first line of defence against cybercrime.”

Security Awareness Training That Works!

Gianni Baroni, Cyber Guru Founder and CEO



“ Digital security for humanity

We believe that digital technologies and Artificial Intelligence have the power to profoundly improve our lives.

Yet, without the right awareness and mastery, these same technologies can amplify risks, heighten vulnerabilities, and create new forms of threats.

That's why we strive every day to make humanity more resilient, informed, and cyber-secure.

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A complete training platform



Training programmes



Cyber Guru

Founded in 2017 to address the lack of effective Security Awareness training, Cyber Guru has rapidly established itself as a leader in the field.

Led since its inception by Gianni Baroni - Founder, CEO, and Managing Director – the company continues to grow and innovate.

Today, Cyber Guru delivers across Europe the most comprehensive, effective, engaging and easy-to-manage **Security Awareness Training** platform available.

Numbers

> **1.5 million**
Active users in 90 countries

> **6.5 million**
Lessons taken

> **13 million**
Simulations conducted

SECURITY & QUALITY

Certifications and Awards



PARTNER

Associations



ANY SIZE, ANY VERTICAL

More than 1.500 organisations already trust us

We help organisations transform the digital behaviour of their workforce, ensuring no employee becomes - even unknowingly - an entry point for cybercrime.

That is why a growing number of public and private organisations of every size and sector choose us to strengthen their resilience and foster a pervasive culture of security.

-  Manufacturing
-  Education
-  Luxury & Fashion
-  Power & Energy
-  Public Administration
-  Healthcare
-  IT Services
-  Telco & Media
-  Banking & Insurance
-  Transportation
-  Retail
-  Food & Beverage

Our locations

ITALY

Rome - Headquarter

 Viale della Grande Muraglia, 284
00144 Rome

ITALY

Milan

 Regus - Via Libero Temolo, 4
20126 Milan

ITALY

Turin

 Palazzo Lancia - Via Lancia, 27
10141 Turin

FRANCE

Paris

 Campus Cyber - 5 Rue Bellini
92800 Puteaux

FRANCE

Paris

 6 Bd Montmartre
75009 Paris

SPAIN

Madrid

 Paseo de la Castellana, 141
28046 Madrid

CUSTOMER TESTIMONIALS

What people say about us

The best Cyber training

“Great product and great team. Easy to implement and with a very proactive support team. No effort to keep it running”

CIO - Manufacturing Industry

★★★★★ - Cyber Guru Security Awareness Training

Really Easy and Effective

“Intuitive solution, easy to use and designed to maximize user attention”

Chief Information Officer - Consumer Goods Industry

★★★★★ - Cyber Guru Security Awareness Training

Cyber Guru is the best solution for Cyber Risk Awareness

“Kind and competent, they are very supportive especially in configuration and optimization activities of IT security solutions”

IT Manager and PMO - Banking Industry

★★★★★ - Cyber Guru Security Awareness Training

Very good product in contents and user experience

“Very good product in contents and user experience. Move the effort regarding awareness from internal team to the product”

Chief Information Security Officer - Energy and Utilities Industry

★★★★★ - Cyber Guru Security Awareness Training

Everything worked perfectly

“All people involved are skilled, committed and available. Our goal - to increase - employees awareness - seems reached”

Manager, IT Security and Risk Management - Manufacturing Industry

★★★★★ - Cyber Guru Security Awareness Training

Great product and support

“We subscribed all the training channels of Cyber Guru platform. It's the perfect training: short and effective lessons, once a month, funny gamification”

Manager, IT Security and Risk Management - Transportation Industry

★★★★★ - Cyber Guru Security Awareness Training



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THE NEW CYBER GURU TRAINING APPROACH

<e-volve>

In a landscape where cyber threats are evolving rapidly and becoming increasingly sophisticated, simply recognising them is not enough: we must know how to address and neutralise them in real time.

This is only possible through continuous, practical and adaptive training that is integrated into daily workflows: the foundation for moving from Security Awareness to **Security Mastery**, transforming awareness into true **operational mastery**.

<e-volve> represents a radical shift: not just a methodology, but a new way of thinking about training, designed to accompany people in developing **Adaptive Intelligence**. A **comprehensive platform** with **learning processes** that shape digital behaviour is the key to ensuring truly effective, engaging, and lasting learning.



A COMPLETE TRAINING PLATFORM

Awareness
TRAINING



Cyber Guru Awareness
Continuous training to build knowledge and awareness.



Awareness Training Chatbot
Conversational mode for workplace training.



Cyber Guru Channel
An engaging training experience in TV series format.

Phishing
TRAINING



Cyber Guru Phishing
Personalized adaptive training.



PhishPro
The add-on for advanced training.

Real Time
AWARENESS



Smart Banners
Awareness arrives in your inbox.



Browser Defender
Safe browsing, always.

Compliance
TRAINING



Board Training NIS2
Digital security as a governance responsibility.



Board Training DORA
Governance of digital operational resilience.



GENAI CYBERSECURITY ASSISTANT
Cyber Advisor

Available as an add-on in all training courses.

Awareness Training

A comprehensive training experience designed to keep pace with evolving cyber threats and empower the human factor as an active line of corporate defense. The platform unites three complementary solutions to deliver learning on multiple levels: **cognitive**, **conversational**, and **inductive**.

Cyber Guru Awareness

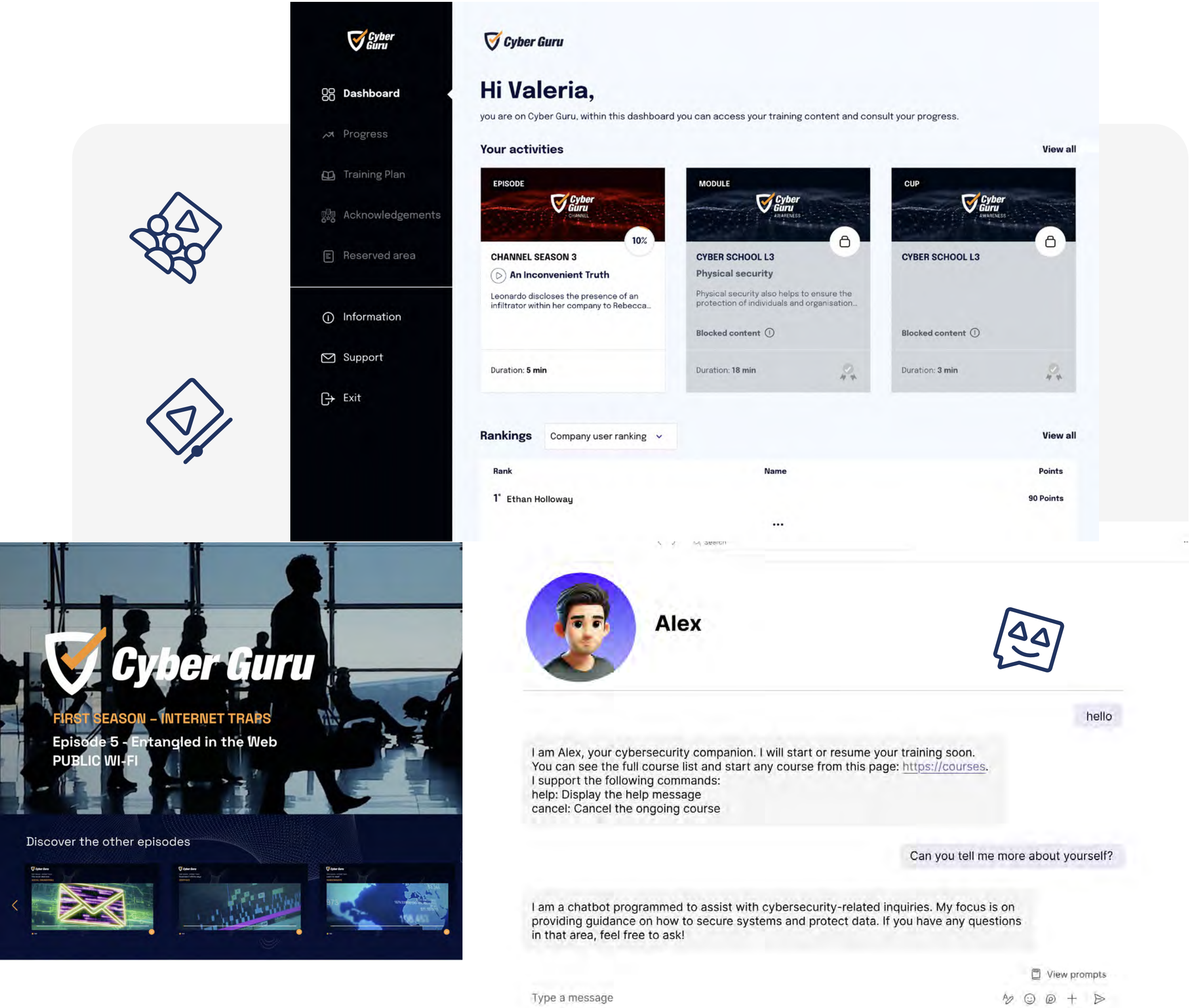
Delivers continuous training through micro-learning, multimedia content and gamification ensuring knowledge and awareness are reinforced over time.

Awareness Training Chatbot

The Alex Chatbot integrates training seamlessly into the digital workplace, delivering short, personalized, conversational sessions to reinforce daily learning.

Cyber Guru Channel

Through a narrative approach presented in TV series-style episodes inspired by real-life scenarios, it stimulates identification and encourages the internalisation of secure behaviors.



Phishing Training

Phishing remains one of the most dangerous attack vectors today, but it no longer appears only as poorly written emails.

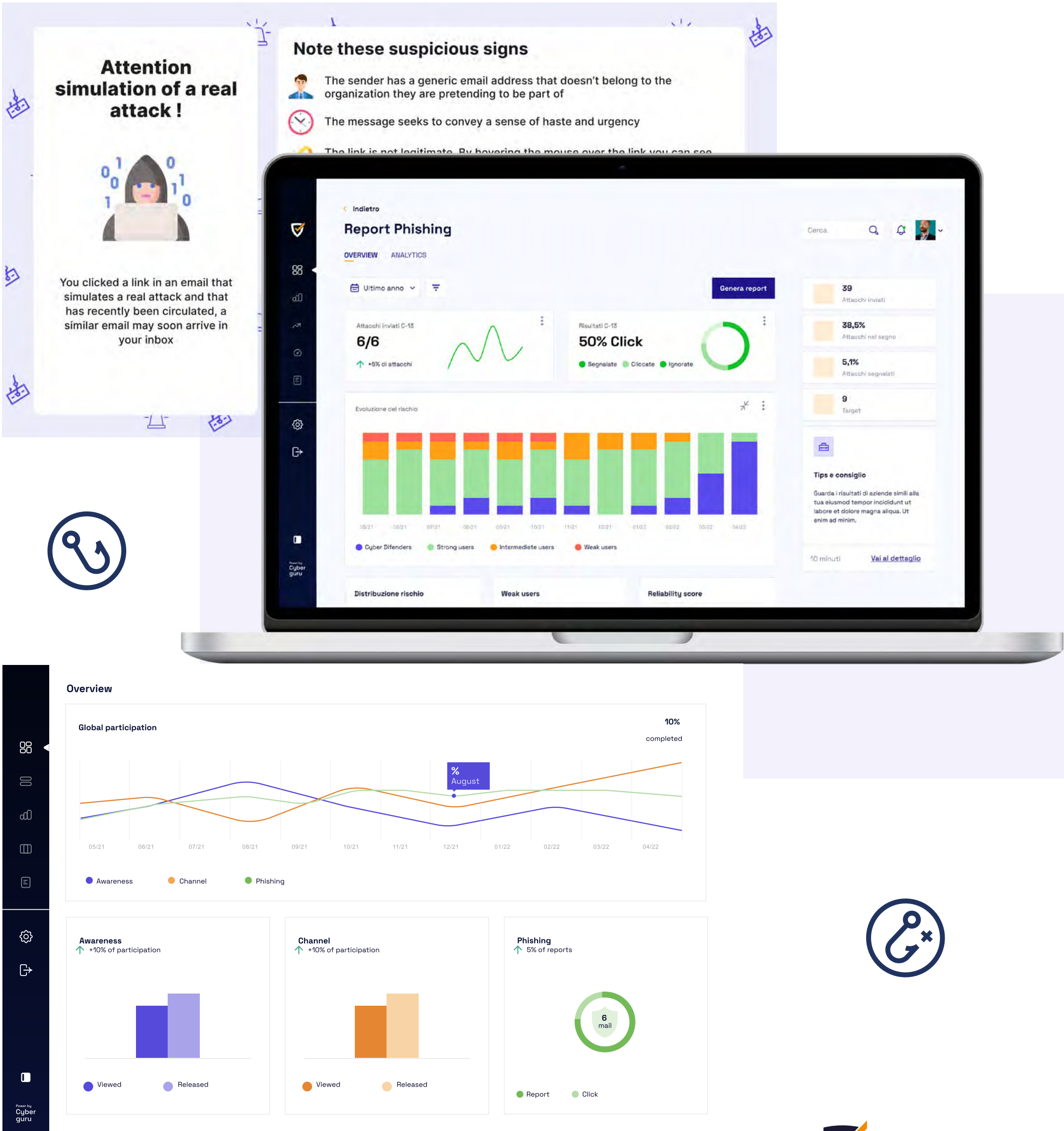
Cybercriminals now exploit personalized messages, deepfake videos, QR codes and USB devices striking when vigilance drops and misplaced trust takes over. In this context, training is an essential line of defence.

Cyber Guru Phishing

This programme is designed to help organizations build an informed and effective first line of defence. Powered by innovative machine learning model, the platform delivers automated, realistic, and adaptive phishing simulations tailored to every user.

PhishPro

With this advanced module, training is enhanced through multi-channel simulations (including video/deepfake, USB and QR code attacks) and customized remediation tools that deliver targeted content to address vulnerabilities. Progress is tracked via an intuitive dashboard, enabling organisations to assess risk and monitor its reduction over time.



Real Time Awareness

In today's digital world, where every click can make a difference, training on its own is no longer enough. The riskiest decisions happen in real time: when you open an email, click on a link, or download a file. It is in those moments that you need immediate, contextual support.

Real Time Awareness solutions deliver awareness exactly where it is needed, integrating seamlessly with users' daily activities. Together, they complement traditional training by turning every action into an opportunity to reinforce safe behaviors.

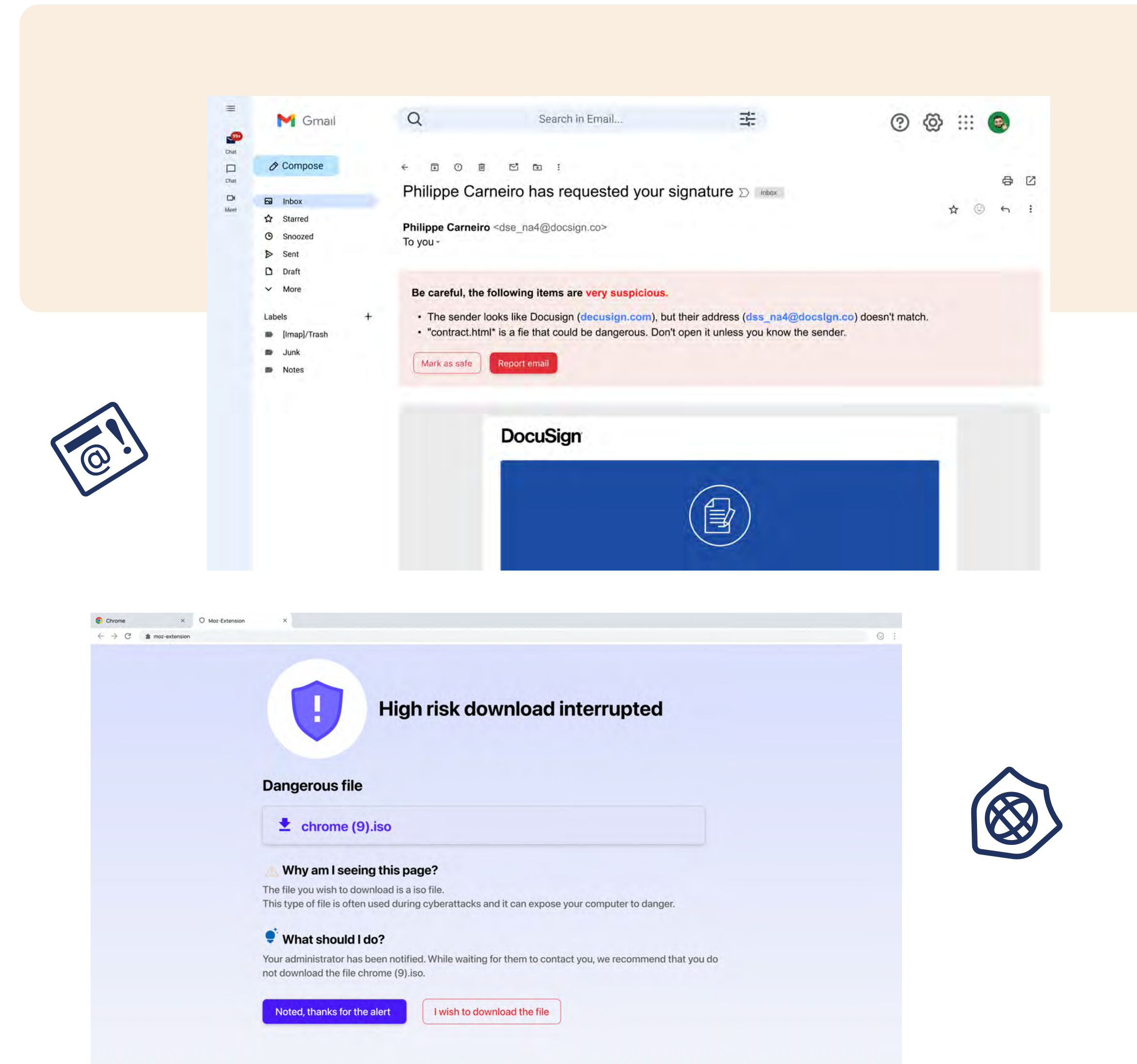
Smart Banners

Analyse every incoming email on more than 40 parameters - even after security system filters - and display the threat instantly with clear, non-intrusive visual banners.

Browser Defender

Monitors browsing activity in real time, instantly flagging phishing attempts, suspicious downloads, credential misuse, and risky behaviours without disturbing the user experience.

With detailed reporting, and full compatibility with major digital environments, Real Time Awareness solutions reduce human error and strengthen corporate security at the moments that matters most.



Compliance Training

In the European regulatory landscape, cybersecurity is now a direct responsibility for top management. Regulations such as GDPR, PCI DSS, NIS2, and DORA require that all employees - and especially company leadership - act responsibly in managing data and cyber risks.

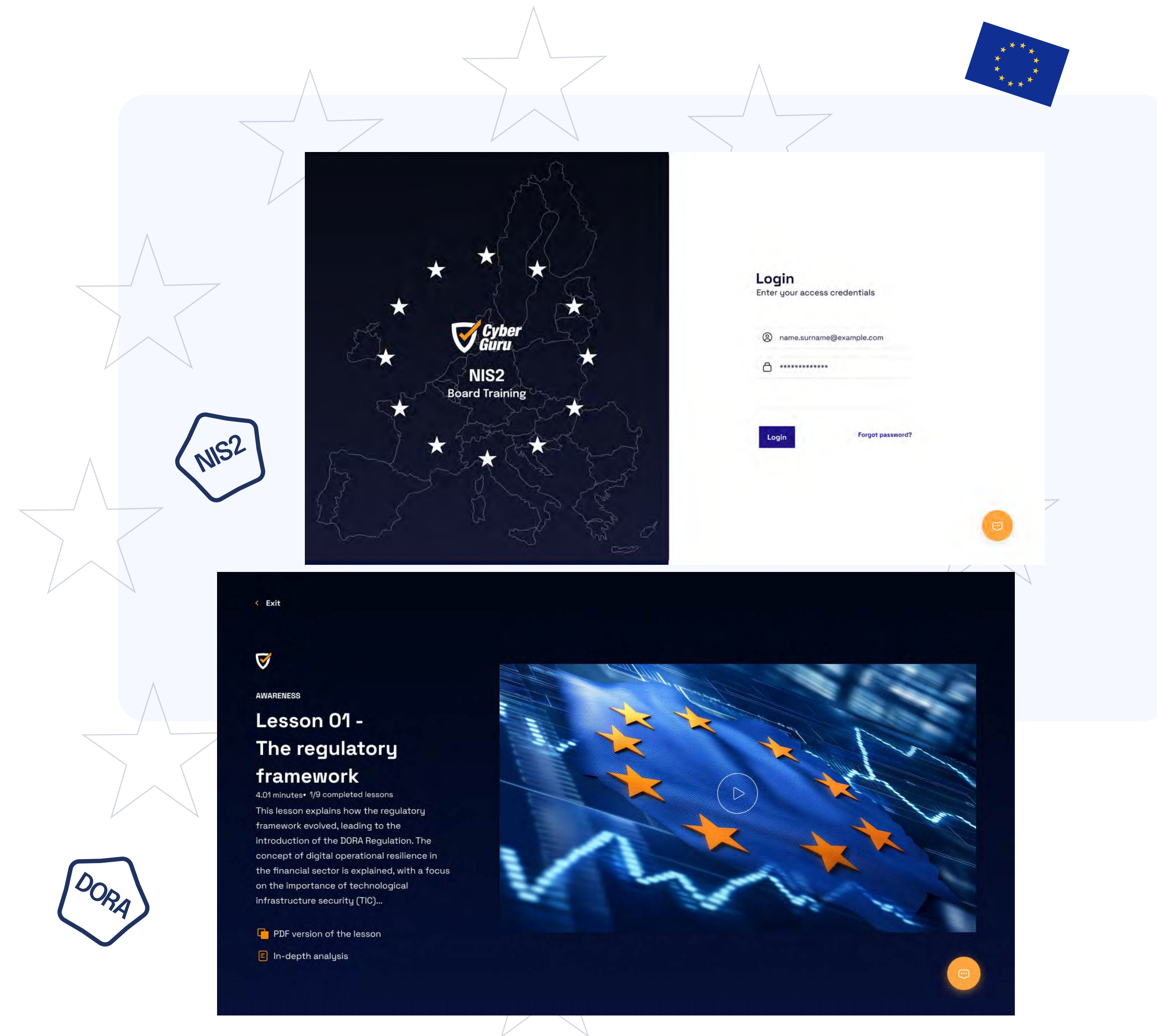
To meet this challenge, Cyber Guru offers two training courses designed to enable the leaders of public and private organizations to guide cybersecurity strategy and strengthen operational resilience:

Board Training NIS2

Designed for administrators and executives of public and private organizations classified as essential or important entities, the course develops a clear understanding of cyber risks, legal responsibilities, and effective prevention and response strategies.

Board Training DORA

Dedicated for senior managers in financial organizations to understand and manage ICT risks - this course addresses the implications of ICT risk management and helps build awareness of operational resilience, systemic impacts, and supervision of critical suppliers.



GENAI CYBERSECURITY ASSISTANT

Cyber Advisor

In a fast-paced and risky digital world, employees face sensitive decisions every day: reading critical emails, using artificial intelligence tools and managing sensitive data.

To respond confidently and promptly, they need accurate help at the right time. Our GenAI advisor, fills this gap: complementing traditional training, it offers expert support exactly when needed, available 24/7 on demand.

This enables employees to act with greater awareness while IT and security teams can work with greater peace of mind.

Cyber Expertise at Your Command

The Cyber Advisor is designed for the entire workforce and is available as an add-on to the Awareness, Channel, and Phishing training courses. It is also included to support administrators and senior managers of public and private organizations in the NIS2 and DORA training courses.





Security Awareness Training That Works!

www.cyberguru.io