CYBER SECURITY AWARENESS

CYBER GURU PHISHING

TRAIN YOUR WORKFORCE WITH HIGHLY CUSTOMIZED PHISHING ATTACK SIMULATIONS

Cyber Guru Phishing is an innovative and engaging platform, based on a continuous and **experiential training** methodology in **anti-phishing function**, as phishing is still one of the main vulnerabilities of public and private organizations.
The goal of Cyber Guru Phishing, with its particular methodology, is to **maximize training effectiveness in three specific areas**:

- **perception of danger**
- **readiness to behave correctly**
- **cognition of the threat**

AUTOMATION AND ARTIFICIAL INTELLIGENCE TECHNIQUES

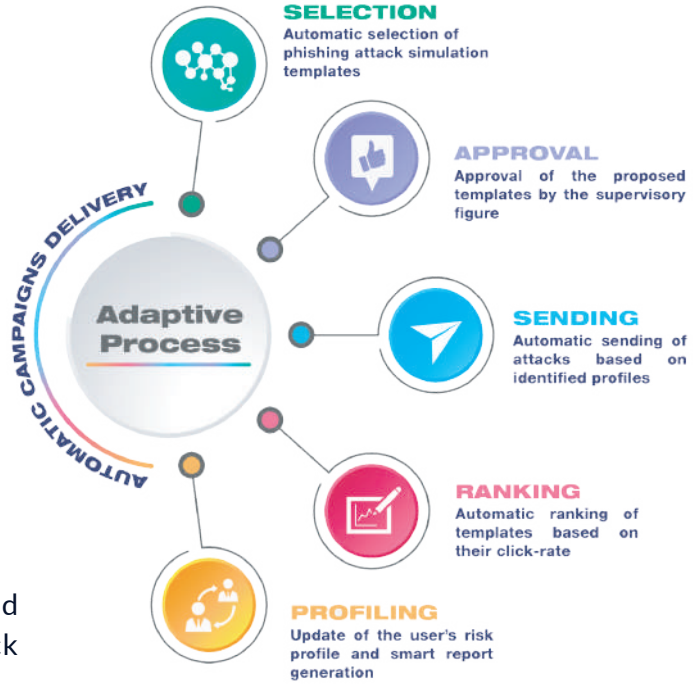
Cyber Guru Phishing is designed to train the ability of each user to recognize a Phishing attack, through its **simulation campaigns characterized by their adaptive process**.

Simulation campaigns customize automatically, **basing on the user's behavioural profile**, as in the logic of "personal training".

CYBER GURU PHISHING IS CHARACTERIZED BY:

- **continuous training**
- **experiential learning**
- **adaptive process**

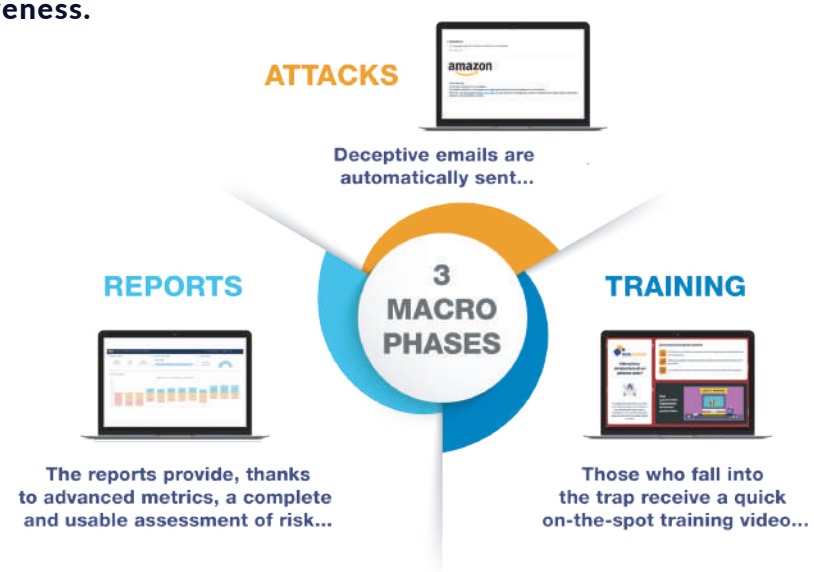
Each simulation, thanks to **artificial intelligence** and learning algorithms, can automatically adapt the attack process and customize it on each single user.



CYBER GURU PHISHING IS THE ONLY ANTI-PHISHING RESULT-ORIENTED SOLUTION. IN ORDER TO BE AS EFFECTIVE AS POSSIBLE, EACH CAMPAIGN WILL BE DIFFERENT FROM THE PREVIOUS ONE AND THE NEXT, WITHOUT THE NEED FOR HUMAN INTERVENTION.

THE EXPERIENTIAL TRAINING PLATFORM WITH ANTI-PHISHING FUNCTION

Simulation campaigns reproduce the real experience and attack strategies adopted by Cybercriminals. The learning algorithms used by the platform can select attack templates, based on a criterion of **maximum training effectiveness.**



Cyber Guru Phishing Smart Reports do not only indicate the campaign click-rate, an indicator showing a not so consistent trend.
Instead, they offer complete and detailed feedbacks, providing a clear risk map and the real effectiveness of the path.
All attack simulations are available in **several languages**, with localized phishing campaigns, adapted to the characteristics of specific zones.

WHY CYBER GURU PHISHING

- Because it introduces the concept of 'continuous training', acting on individual readiness and responsiveness.
- Because it continuously adapts the training path to the individual and organizational profile.
- Because it develops the organization's resistance to attacks effectively, providing timely and precise measures.
- Because it is concretely oriented to risk reduction and not limited to mere measurement.
- Because it is an automated service, minimizing the management impact on Cyber Security teams.

Cyber Guru

DISCOVER MORE ON:
www.cyberguru.it