



SECURITY AWARENESS TRAINING THAT WORKS!

# Company Profile



# We have a very clear mission

## To transform user behaviour

"Only in this way will public and private organisations be able to satisfy their cybersecurity strategy and drive digital transition.

For this to happen, it is necessary for people to acquire a correct digital posture, which is essential to reduce the component of vulnerability that derives from human error.

The acquisition of a cyber risk-aware approach will transform digital users from a weak link in the defence chain to 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 will help improve many aspects of our lives.

But we are also certain that in the absence of a correct attitude in their use, there could be more shadows than light.

This is why we are committed to making humanity more cyber secure.

# Cyber Guru at a glance

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# Cyber Guru

Cyber Guru was born in 2017 to fill the lack of effective security awareness training courses on the market.

Since 2017, Gianni Baroni has been founder, CEO and director of the company.

Cyber Guru is now present in Europe with its Security Awareness Training platform, which is the most effective, engaging, and easy-to-manage on the market.

# Numbers

**> 1 million**

Active users

**> 4 million**

Lessons taken

**> 5 million**

Simulations carried out

# Certifications

Safety and quality



# Associations

Partners



# More than 700 organisations are already our clients

## Any size, any vertical

We help our clients transform the digital behaviour of their workforce so that no one can become an unwitting ally of cybercrime.

For this reason, public or private organisations, of any size and industry type, have become our clients.



Manufacturing



Education



Luxury & Fashion



Power & Energy



Public Administration



Healthcare



IT Services



Telco & Media



Banking & Insurance



Transportation



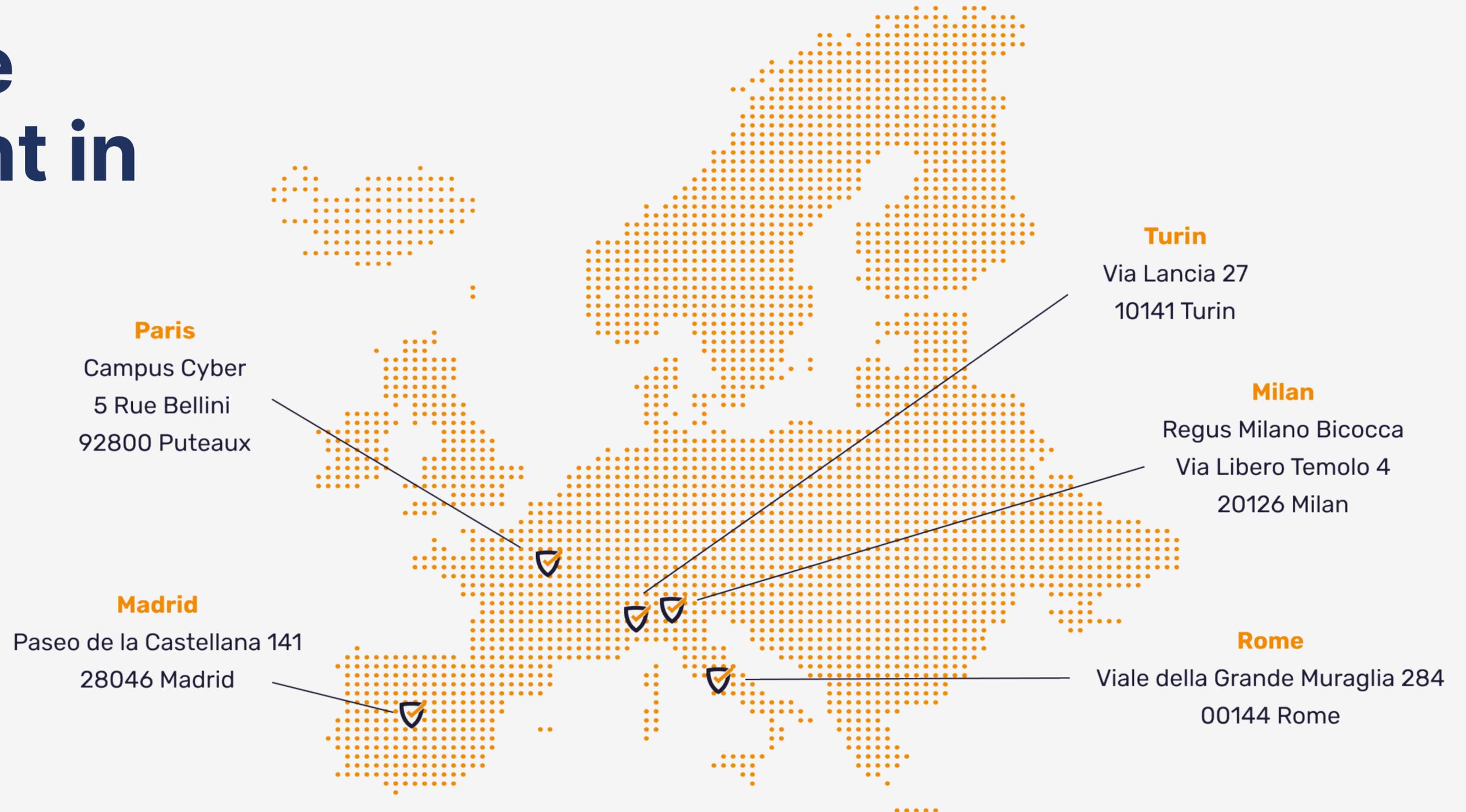
Retail



Food & Beverage

# We are present in

Europe:  
Italy  
France  
Spain



# What our customers say

## 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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# Security Awareness Training: a complete platform

## Effectiveness

The Cyber Guru platform is designed to maximise the effectiveness of learning processes and consolidate awareness. This way, organisations can successfully combat the continuous evolution of cybercrime techniques.

## Training

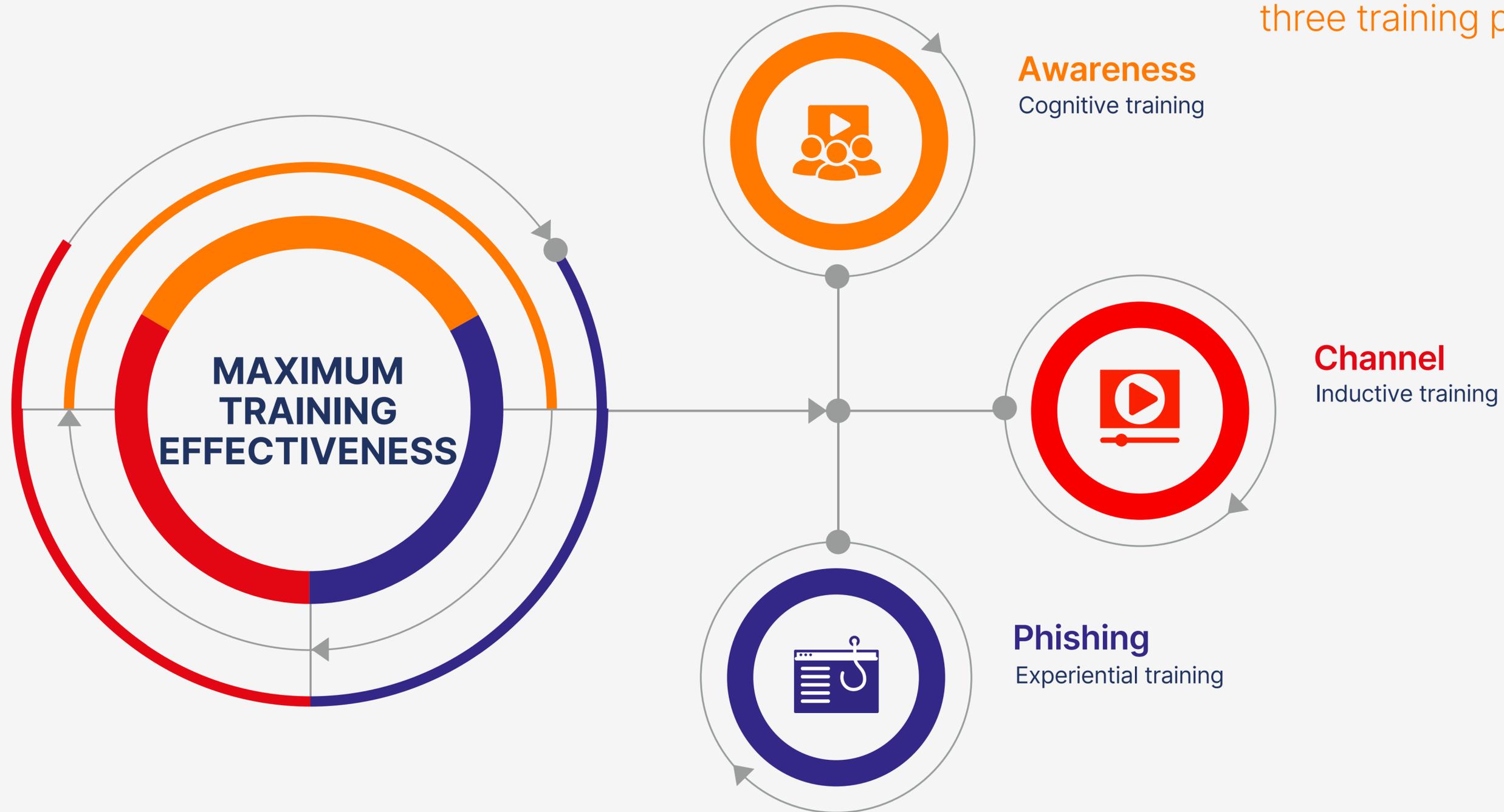
The main objective of the training programmes is to influence user behaviour by developing the three main defensive characteristics of each individual: knowledge, perception of danger, readiness.

Only by working on these characteristics simultaneously is it possible to activate that process of behavioural transformation, which is essential in a truly effective training programme.

## Methodology

For this reason, the platform offers a complete training based on three methodological programmes: COGNITIVE, INDUCTIVE, EXPERIENTIAL.

One platform,  
three training programmes



# Training methodologies

## Cognitive Training Knowledge

Knowledge is developed through a cognitive training programme, Awareness Training, based on a mainly didactic approach that acts on the most rational part of the brain.

In this programme, the main types of threats are explained, as well as how they materialise and what the most appropriate behavioural logics to follow are.

## Inductive Training The perception of danger

The ability to perceive danger, which is necessary to recognise a threat, is developed through an inductive training programme. Channel Training uses the narration of real situations to affect the emotional component of our brain. The learner, identifying with the story, can understand how anyone can become a victim of cybercrime.

## Experiential Training Readiness

To react quickly by adopting the right behaviour in the face of a danger, it is necessary to maintain trained readiness through phishing or smishing attack simulations. The Phishing Training programme is designed to guide that part of the brain that is, by its nature, predisposed to activate the mechanisms of action reaction.

# The three training programmes



## Cyber Guru Awareness

The cognitive educational programme is based on a permanent training methodology, which guarantees the gradual development of awareness through knowledge of network threats and the behaviour needed to prevent attacks.



## Cyber Guru Channel

The inductive training programme that, thanks to the strength of a narrative scheme akin to that of a TV series, generates in the learner the ability to learn through identification within real life situations.



## Cyber Guru Phishing

The automatic and adaptive experiential training programme, with an anti-phishing function, provides personalised training based on individual experiences and the individual level of resistance to attacks.

# Cyber Guru Awareness

Cyber Guru Awareness is the educational component of the platform, in e-learning mode, which deals with developing purely cognitive training. The main objective of this training programme is to develop knowledge of cyber threats. It is a gradual learning process, followed by consolidating knowledge and updating skills.



Self-consistent training modules with monthly activation



A minimum weekly commitment, compatible with any job role



Video micro-lessons in multimedia format



Use of professional actors with coach roles



Highly informative language



An interactive approach with continuous alternation between micro lessons and tests



Multiple-choice assessment tests



Gamification methodology, with team organisation



A multilingual platform



Additional and continually updated content

# Cyber Guru Channel

The inductive methodology is based on the user's immersion within a real situation and a process of self-identification with the cyber threat, which then takes a concrete form. The user gains awareness not by being given information, but through a narrative, which first targets the perception of danger, and then provides factual knowledge, thereby bypassing a very dangerous afterthought: "it couldn't happen to me". The three main features are effective inductive learning, maximum learner involvement, and zero impact supervision.



Ongoing training



Advanced video productions



Multiple video formats with different storytelling methods



Short episodes



A high-paced narrative



Self-identification in realistic situations



A Netflix-like approach



In-depth documentation for each episode



Comprehensive reporting on the level of use



Automatic student caring functions, to motivate participation

# Cyber Guru Phishing

Cyber Guru Phishing is designed to train the workforce to resist phishing attacks, through simulated attack campaigns, which are customised based on the behavioural profile of the individual user. It is an automated and adaptive process, guided by the use of artificial intelligence technologies. The learner increases their resistance to attacks by gaining experience, both negative, by making mistakes, and positive, by learning to recognise attacks when they happen. The three main features are effective experiential training, personalised training, and zero-impact supervision.



Effective and continuous experiential training



Personalised training through an adaptive process



Levels of difficulty and custom simulations



Automated attack campaigns



Error > Instant training



Reporting procedure



Pre-built templates



Analytical and managerial reporting through an advanced dashboard



Risk groups



Remediation policies



# Security Awareness Training That Works!

[www.cyberguru.io](http://www.cyberguru.io)