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Central Networks & Technologies Ltd

Service Description: KnowBe4

Crown Commercial Service

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KnowBe4 – Service Description

Overview

KnowBe4 is a leading cloud-based **Security Awareness and Human Risk Management platform** designed to help organisations reduce cybersecurity risk by addressing their most targeted attack surface: **people**. It equips users with the knowledge, behaviours, and practical experience needed to recognise and respond to phishing, social engineering, and modern cyber-threats.

The platform combines interactive training, AI-driven simulations, behaviour-based analytics, and automated compliance workflows to create a measurable, repeatable, and continuously improving security culture across the organisation.

Core Features

1. Security Awareness Training

- Comprehensive library of interactive modules, videos, games, micro-learning, and newsletters.
- Content regularly updated to reflect emerging threats, regulations, and industry trends.
- Training personalised based on user behaviour, risk scores, or departmental needs.
- Supports induction programmes, refresher modules, and role-specific training (e.g. finance, execs, IT).

2. Simulated Phishing Campaigns

- Realistic, customisable phishing simulations to test user susceptibility.
- Automated, randomised campaigns tailored to user roles, risk levels, or past performance.
- Immediate teachable moments for users who click.
- Tracks click-rates and improvements over time.

3. Human Risk Analytics & Reporting

- Real-time dashboards showing training status, user risk, and behavioural trends.
- Risk scoring that highlights “high-risk” or “phish-prone” users and teams.

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- Executive-level reports suitable for audits, compliance, and board reviews.
- Benchmarking against industry averages.

4. Compliance & Policy Management

- Automates distribution and acknowledgement of organisational policies.
- Enables digital sign-off for documents such as Acceptable Use Policies, Staff Handbooks, or Compliance Standards.
- Tracks user who has completed required actions with audit-ready reporting.
- Supports workflow automation and integration with Microsoft Entra ID/SCIM for streamlined provisioning.

5. Integration & Automation

- Seamless integration with Microsoft 365, Entra ID, email gateways, and SIEM/SOAR workflows.
- Single Sign-On (SSO) support for frictionless access.
- Smart Groups allow dynamic targeting of training and campaigns based on user attributes.
- Phish Alert Button (PAB) for Outlook/OWA enabling fast user reporting of suspicious emails.

6. License Options

KnowBe4 offers 2 licensing options: Platinum and Diamond. The difference between the two packages is detailed below.

6.1 Training Content

Platinum

- Includes **Training Access Level II**.
- Access to a substantial but limited library of modules, videos, posters, and newsletters.
- Includes advanced phishing features such as Smart Groups, Reporting API, Security Roles, and Social Engineering Indicators.

Diamond

- Includes **Training Access Level III**.

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- Unlocks the **full ModStore**, with over **700–1,000+ training items** including advanced modules, micro-learning, games, posters, newsletters, and premium video content.
- Ideal for organisations needing diverse, ongoing, high-volume training content.

6.2 Advanced & AI Capabilities

Platinum

- Advanced phishing features including Smart Groups, Reporting APIs, Security Roles, USB Drive Testing, and Vishing Tests.

Diamond

- Adds **AI-driven phishing recommendations**.
- Includes **AIDA™ (AI-Driven Agent)** for multi-channel simulated attacks (email, SMS, phone).
- Provides **AI-Recommended Optional Learning**.
- Enables deeper behavioural analysis and personalisation.

6.3 Feature Summary Table

Category	Platinum	Diamond
Training Access	Level II	**Level III (full library)**
Content Library Size	Medium	**Extensive (700–1,000+ items)**
Smart Groups & Advanced Reporting	✔	✔
AI-Driven Phishing	✘	✔
AIDA™ Multi-Vector Attacks	✘	✔
AI-Recommended Learning	✘	✔
USB Drive Tests	✔	✔
Monthly Email Exposure Check	✔	✔

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Service Delivery (as offered by Central Networks)

7 Onboarding & Setup

- Tenant creation aligned to licensing level.
- SAML/SCIM integration with Microsoft Entra ID for automated provisioning.
- User groups created by department, risk category, or organisational structure.
- Deployment of the Phish Alert Button and any required endpoint components.

8 Training & Phishing Programme Management

- Initial baseline phishing test to establish organisational risk.
- Deployment of mandatory security awareness training for all staff.
- Regular, automated monthly phishing campaigns and scheduled new training sessions.
- Tailored campaigns for high-risk users based on behavioural data.

9 Monthly Reporting & Review

- Executive summary reports including:
    - risk score improvements
    - completion rates
    - high-risk user identification
    - historical click-rate and trend analysis
- Recommendations for next steps, additional campaigns, or targeted training.
- Option for fully managed service with CN&T designing, deploying, and maintaining the full programme.

Benefits to the Organisation

- Significant reduction in successful phishing and social engineering threats.
- Strong, measurable security culture embedded across all levels of staff.

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- Increased compliance with regulatory frameworks (PCI, HIPAA, GDPR, Cyber Essentials, ISO 27001).
- Reduced operational and financial risk tied to human error.
- Improved visibility for leadership into human-centric security risk.

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