

High quality content

for cyber security awareness - **CyberStronger CyberAware**

Fun and bite-sized

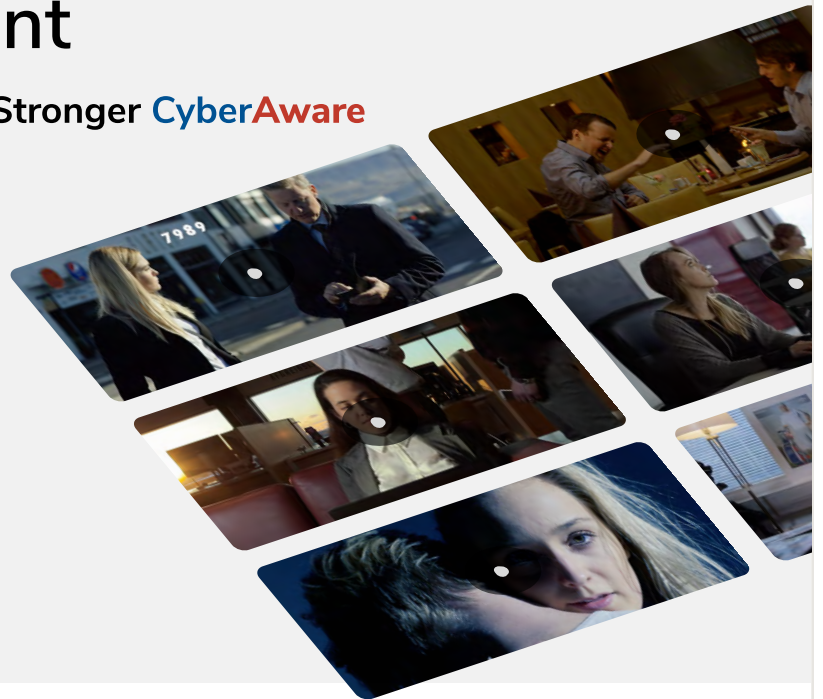
Saves time - **Saves money**

Designed to **keep you interested**

Designed to **maximize learning**

Made **like short advertisements**

for good security behavior



Why our approach works



1

Advertising techniques

CyberAware borrows from the masters of advertising where short, story driven videos increase employee awareness levels and help keep the work place safe.



2

Actors not animations

Professional actors create relatable stories. **CyberAware** often uses strong metaphors or similar situations to make the message clearer.



3

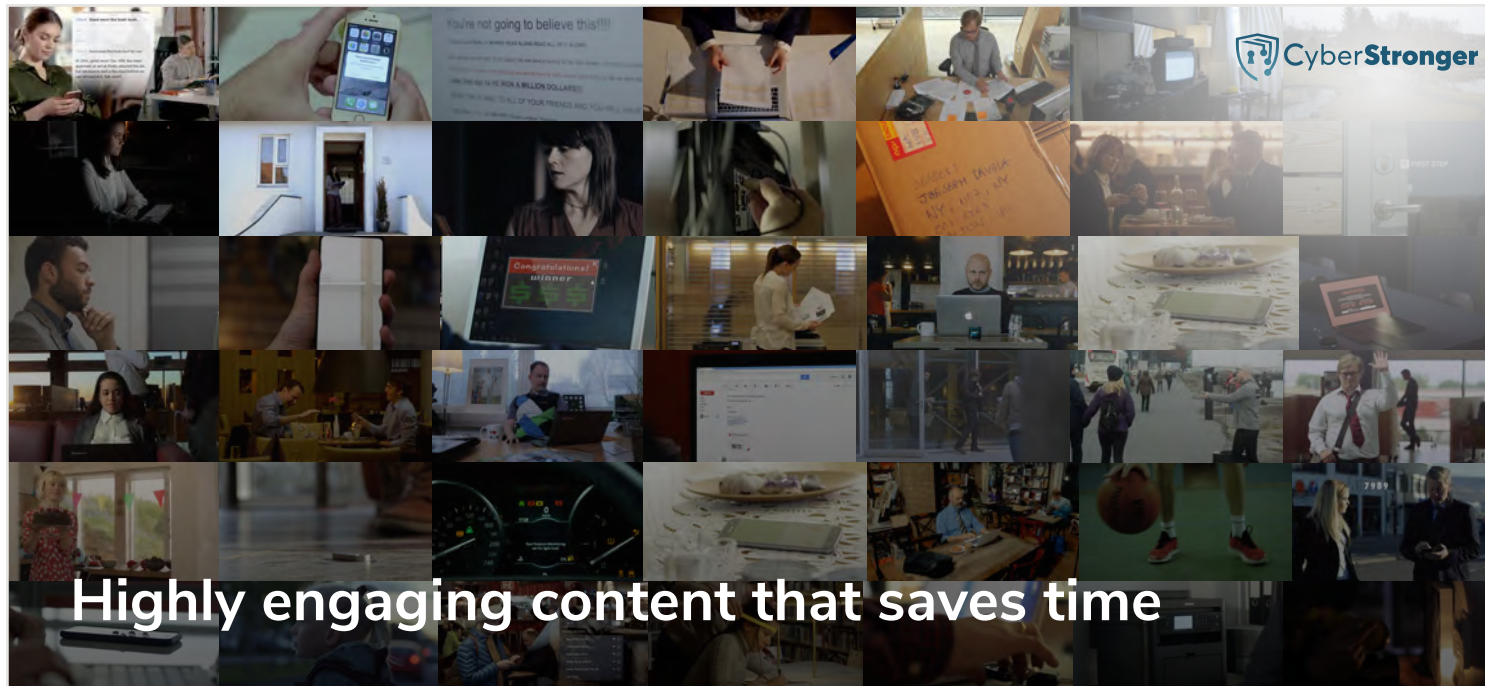
New content added monthly

CyberAware videos are always up to date with the latest threats as two new videos are added monthly.

Why choose CyberStronger **CyberAware**?

CyberStronger **CyberAware**'s focus is one of simplicity, ease of access and, time-saving. We also believe in meeting our viewers as equals instead of lecturing them and in making security awareness fun, or at least, less boring. As soon as security awareness training becomes lecturing or takes too long, employees will lose interest, stop watching or resent the training. With **CyberAware** you will have access to engaging, high-quality content that increases learning and helps keep security awareness top-of-mind.





Highly engaging content that saves time

Stay up to date

New and constantly evolving threats require a new, up-to-date approach. We create relevant videos every month to keep up with the latest risks.

CyberStronger **CyberAware** security awareness videos are only around one minute each. No video is over two minutes. All videos have strong concepts and visuals that keep the viewer engaged and increase learning and information retention.

Our goal is for the viewer to see and recognize the situations they depict which heightens their ability to learn and remember the lesson. And a little bit of humor never hurts to keep people interested.

FOCUS ON PEOPLE

Security awareness should be **enjoyable**

We use the tools and techniques of the advertising world to create short, storydriven and effective training videos.

1

COST-EFFICIENT

Security awareness should be **effective and efficient**

CyberStronger CyberAware videos were initially 15 minutes long. When we cut them down to 1-2 minutes things really started happening. Today no video is over 2 minutes.

2

ALWAYS ON MIND AND UP-TO-DATE

Security awareness should be **continuous**

Security awareness is a subject that needs to be on a constant reminder at any organization. That way it always stays fresh in the employee's mind and it's easier to update them about new threats.

3

OPEN MINDED

Listen to people

Our customers help us improve our content and make it more relevant. The same principle applies for our own employees, everyone at CyberStronger has a chance to express their ideas.

4

New videos every month

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- **GDPR compliance:** Data leaks, collecting unnecessary data and handling of confidential material
- **Phishing**
- **Speare phishing**
- **CEO scams**
- **Spyware**
- **Ransomware**
- **Vishing**
- **Shoulder surfing**
- **Social engineering**
- **Password safety** and handling
- **Email safety** and etiquette
- **Double checking account numbers**
- **Software installs**
- **Tailgating**
- **Clean desk** policies
- **Printouts** and network printers
- **HTTPS** vs. HTTP
- **Information sharing**
- **Checking for correct links**
- **Handling unknown removable media**
- **Multi factor authentication**
- **Social media** etiquette
- **Malicious attachments**
- **The importance of software updates**
- **Internet protocol and Wi-Fi safety**