



## People: Your Biggest Risk Factor in Cyber Security

Phriendly Phishing is a cyber security awareness and phishing simulation training solution that educates and empowers your organisation and your people to help mitigate security attacks.

Phishing is a fast, simple and inexpensive way for cyber criminals to steal money and company data and the attacks are only becoming more sophisticated.

**95%**

of all data issues are caused by human error

**\$3.1B**

is the amount Aussies lost to scams in 2022

**\$6.38M**

global average cost of a data breach in 2022 (AUD)

**90%**

of all data breaches begin with a phishing email

## THE AWARD-WINNING PHRIENDLY PHISHING DIFFERENCE



### Safe & Secure

Customer data is stored locally (Data Sovereignty) and is ISO270001 compliant.



### Localised & Accessible

Content developed locally for Aussie and NZ audiences, delivered in an engaging way that creates behavioural change.



### Easy to use & saves time

Fully-automated risk assessment, training, on-going practice campaigns, and reporting that tracks your security goals.



### Proactive & Agile

Supporting you in an ever-changing security landscape by ensuring we deliver relevant training, at the right time.



## How Phriendly Phishing works:

- 1 Baseline Assessment**  
Determine your organisation's overall phishing risk and establish a baseline for future measurement with a simulated phishing campaign.
- 2 Awareness Training**  
Starting with the basics, your employees will be sent on a fully-automated, unique training journey.
- 3 Nurture & Empower**  
Ongoing, automated phishing campaigns nurture employees, encouraging them to tackle more difficult campaigns as their skills improve.
- 4 Monitor Success**  
The Phriendly Phishing administrator portal and dashboard allow you to monitor and report on staff performance. Track historical trends, improvements and report on success with ease.



Our phishing security awareness programs are trusted by organisations across Australia.



BECAMPBELL



ING



chorus



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Ross-Hunt  
real estate



AFL

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Book a personalised  
demo today!

