ABOUT US

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OUR APPROACH

PeopleSec understands that human error is the cause of nearly all cyber threats and provides enterprise secure culture change training & education that is backed by state of the art technology which delivers adaptive, mass customized role-based training.

ELITE ETHICAL HACKERS

We've taken selfies in bank vaults, hacked live national sporting events, and remotely taken control of oil pipelines. Our elite ethical hackers cannot be kept out!

HUMAN SECURITY INNOVATORS

Human security has plagued the cybersecurity industry for decades as the most significant and unsolvable problem facing every enterprise. PeopleSec™ took this as a challenge and developed the NextGen Human Firewall™.

INTERNATIONAL INFLUENCE

Throughout Europe and the USA, PeopleSec™ is leading the human security revolution through academia partnerships, enterprise research studies and thought leadership.

THOUGHT LEADERSHIP

Internationally Acclaimed Subject Matter Expert & Keynote

1. Industry Leadership

- National Cyber Summit (3 Talks)
- BlackHat Europe
- GrrCon (2 Talks)
- Hack Miami
- Insider Threat Summit
- ShakaCon
- COSAC Ireland
- NRC Live
- Hack3r Con
- CyberSecurity Atlanta
- Infosec North America
- InfoWarCon
- More....

2. Corporate Leadership

- US Bank Strength In Security Summit
- Keynote KPN Security Team
- CocaCola Helenic Division (Executive Retreat)
- Lanco Group (Executive Retreat)
- MARSOC (in scheduling)

3. Leadership Influence

- Collaborating w/ Plymouth University to Write Book on Security Awareness Training
- C|CISO Workshop Exclusive Instructor
- Influenced Frost & Sullivan Study

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STRONG LEADERSHIP

World's Leading Expert on CyberSecurity Awareness

JOSHUA CRUMBAUGH
Chief Hacker & CEO
PeopleSec

in https://www.linkedin.com/in/joshuacrumbaugh/

- Hacker
- Entrepreneur
- Keynote
- Innovator
- Social Engineer
- CISO

Internationally respected cybersecurity subject matter expert, author, and keynote speaker.

"During my ethical hacking career, I have never encountered a single network that could keep me or my teams out."

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96%

OF 2018 BREACHES START WITH AN EMAIL BASED CYBER ATTACK KNOWN AS A PHISH

2018 Data Breach Investigation Report (DBIR)

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CAUSES OF FAILURE

Industry Educational Initiatives Are Failing To Address Modern Threats
The Same Approaches Used in The 90s Are Not Effective in 2018

One-Size-Fits-All Training

Training programs do not adapt or customize content to the needs and risk of the individual. This approach limits success and increases training overhead costs.

Boring Content

The average attention span is only 8 seconds. Furthermore, boring content has adverse psychological effects. Which causes decreased retention.

Poor Risk Insight

Enterprise cyber defenses commonly have poor insight into individual, departmental and demographic based phishing susceptibility which limits program adaptability.

Infrequent & Unintelligent Phishing

Enterprise phish attack emulations do not customize to the unique susceptibility of each user or condition secure behavior through ongoing adaptive phishing.

OUR TECHNOLOGY

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ADAPTIVE EDUCATION

Education and training that adapts to the needs of the individual.

INTELLIGENT PHISHING

Phishing exercises that adapt to individual user weaknesses.

BEHAVIORAL ANALYTICS

Analytics that provide human risk trend data and detailed user risk insight

ENTERTAINING CONTENT

Users enjoy and engage in security awareness training

PSYCHOLOGICAL TACTICS

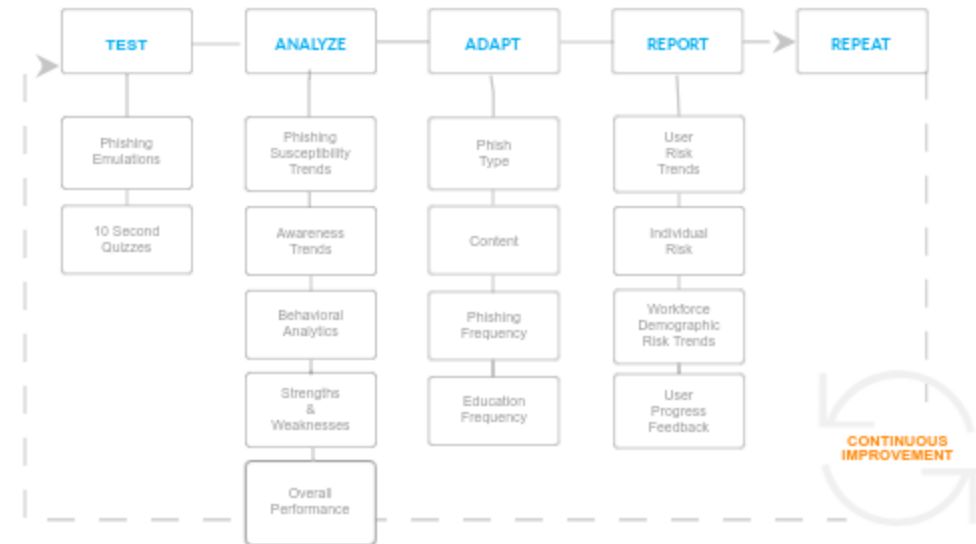Intelligent use of proven tactics to improve lesson retention and user engagement.

SIMPLIFIED MESSAGING

All educational content is less than 60 seconds and entertaining.

ADAPTIVE AI DRIVEN EDUCATION

TEST	ANALYZE	ADAPT	REPORT	REPEAT
Phishing Emulations	Phishing Susceptibility Trends	Phish Type	User Risk Trends	
10 Second Quizzes	Awareness Trends	Content	Individual Risk	
	Behavioral Analytics	Phishing Frequency	Workforce Demographic Risk Trends	
	Strengths & Weaknesses	Education Frequency	User Progress Feedback	
	Overall Performance			CONTINUOUS IMPROVEMENT

LORA is the Learning Objective Results Analyzer and the Artificial Intelligence behind the NextGen Human Firewall™. LORA customizes learning experience to the needs of the individual student and adapts phishing emulations to student needs. LORA's understanding of student's weaknesses and strengths allows her to customize content to the and mitigate human weaknesses through personalized timely education, intelligent threat simulation, entertaining content, advanced monitoring, and actionable analytics.

Susan - Finance

Customization & Engagement Examples

USER SECURITY PHRASE: **Always be secure**

Lora C. ❗
Cyber Awareness Specialist

Hi Gary, I wanted to give you a quick update. At the end of this month you were considered to be a **high** risk user.

You are currently considered one of the least security aware individuals at PeopleSec. I'm going to sign you up for additional training to help you get better at detecting malicious content. If you have any questions or would like assistance, you can reply to any of my emails at any time. I am here to help.
Don't get discouraged...You can do it

P.S. I will update you on your risk status every 30 days.

USER SECURITY PHRASE: **Always be secure**

Lora C. ❗
Cyber Awareness Specialist

Hi Gary, I wanted to give you a quick update. At the end of this month you were considered to be a low risk user.

You are one of the most security aware individuals at PeopleSec. Management will be happy to hear how well you're doing!

P.S. I will update you on your risk status every 30 days.

████ ██ account

Unusual sign-in activity

We detected something unusual about a recent sign-in to the account ████████ ████ █

Sign-in details

Country/region: United Kingdom

IP address: 223.86.81.863

Platform: Windows

Browser: Internet Explorer

Please go to your recent activity page to let us know whether or not this was you. If this wasn't you, we'll help you secure your account. If this was you, we'll trust similar activity in the future.

[**Review recent activity**]

To opt out or change where you receive security notifications, click here.

Thanks,
The ██ ██ █ account team

USER SECURITY PHRASE: **Always be secure**

Lora C. ⓘ
Cyber Awareness Specialist

Well done Linda,

I tried to fool you by convincing you your account was already compromised. This is a fairly common approach by criminals. Glad to see you are still doing well.

Previous Phish

Skillsoft account

Unusual sign-in activity

We detected something unusual about a recent sign-in to the account

Sign-in details
Country/region: United Kingdom
IP address: 223.86.81.863

Platform: Windows

Browser: Internet Explorer

Please go to your recent activity page to let us know whether or not this was you. If this wasn't you, we'll help you secure your account. If this was you, we'll trust similar activity in the future.

Review recent activity

USER SECURITY PHRASE: **Think before you click**

Lora C. ⚠
Cyber Awareness Specialist

Linda!

Did you forget to hover and who is Janice? Even if someone hacked your account, there would be no need to click a link in the notification email. We have come too far for you to fall for this sort of thing.

This is how criminals can hijack your session or steal your credentials. If you had checked the Sender Address you would have noticed it was **"janice.lundy@activity.email"**

~ Don't become a security liability!

Difficulty Level:
Hard

- Grammar was fine
- URL: activity.email
- Requests you click a link

Previous Phish

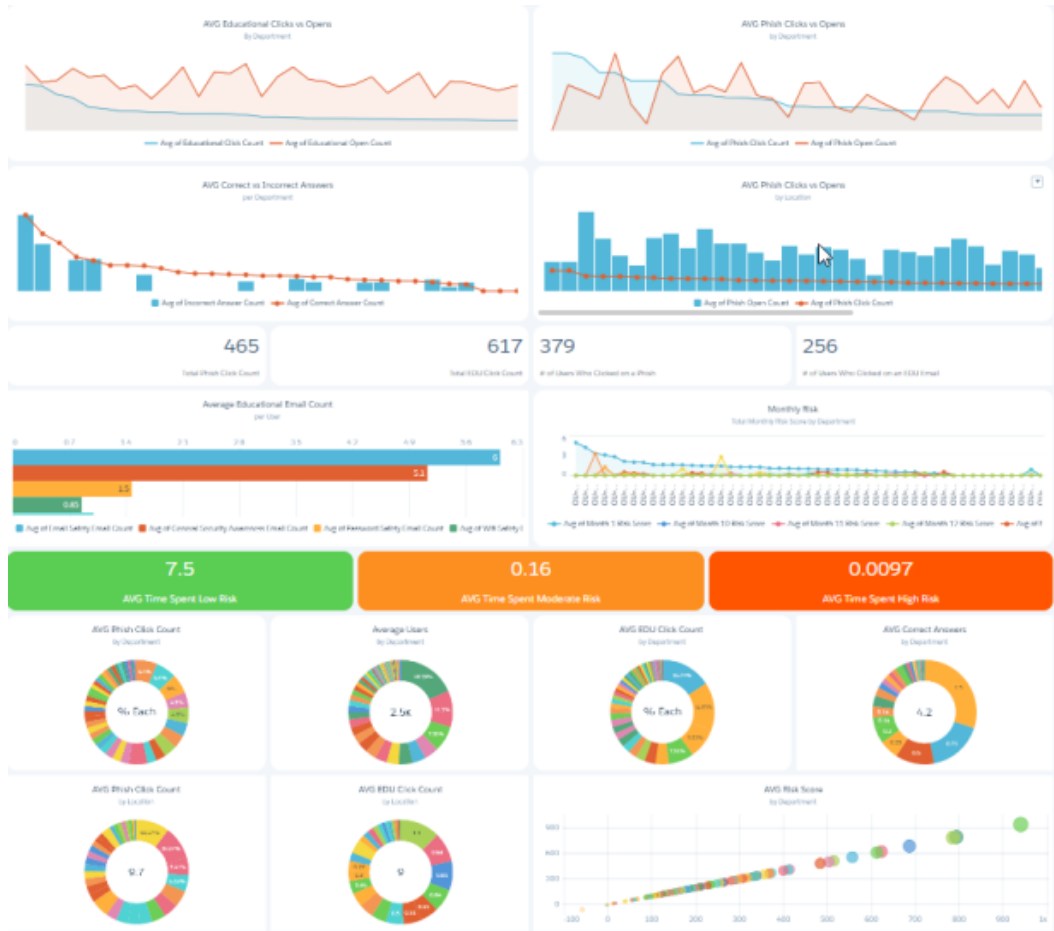Skillsoft account

Unusual sign-in activity

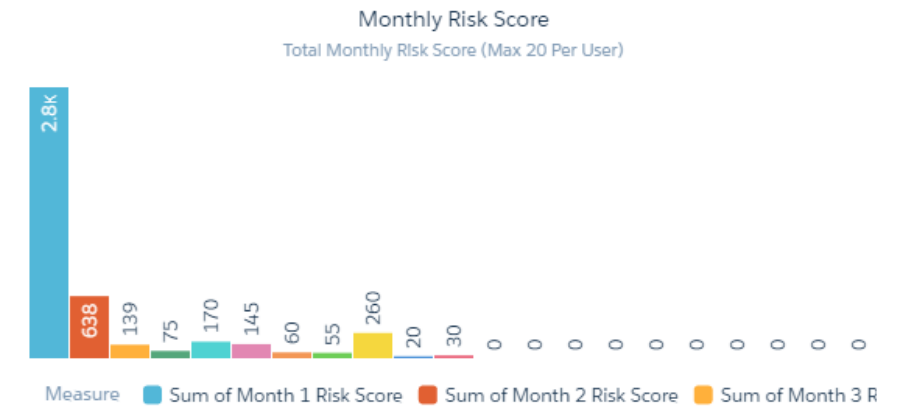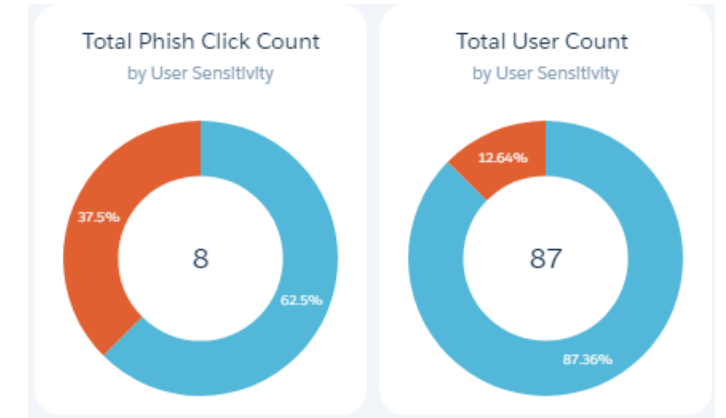We detected something unusual about a recent sign-in to the account

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BEHAVIORAL ANALYTICS DASHBOARD

Deep human risk, trend insight and user specific risk profiles

RESULTS COMPARISON

OUR RISK REDUCTION

PeopleSec™
Phishing Susceptibility

6.5
1.45
0.3
0.16
0.48
0.47
0.13
0.13

■ Risk Percentage
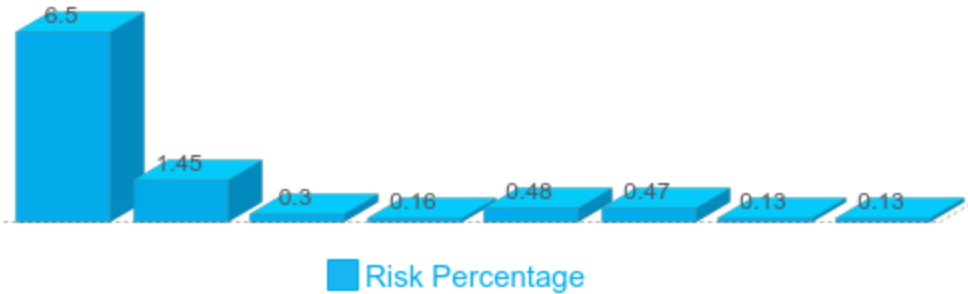
0.1285%

PHISH SUSCEPTIBILITY

VS

THEIR RISK REDUCTION

KnowBe4
Phishing Susceptibility

27
19
13
11
8
7
6
5

■ KnowBe4
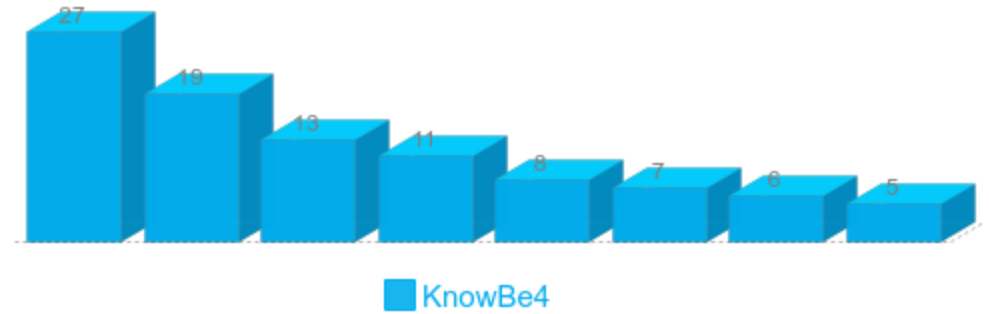
2.17%

PHISH SUSCEPTIBILITY

Our numbers start lower because our clients typically hire us after other solutions stopped short of the goal

Why Small Percentages Matter

1.19% of Users Represent 89.82% of Total Phish Risk

% of Employee Population
Percentage of employees in each group

VS

Risk Distribution
Total phish risk each group poses

	% of Employee Population	Risk Level	Risk Distribution
	94.04%	Low Risk	1.35%
	4.77%	Moderate Risk	8.82%
	1.19%	High Risk	89.82%

CONTACT US

We look forward to speaking with you!

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