

CYBER AWARENESS as a KEY FOR SUCCESS IN DIGITAL SOCIETY

AEB CONFERENCE, MOSCOW MARCH 19

iHACKERU

Facts

The average cost per record breached is

158\$



Hackers & Insiders

4.77M\$



When hackers break in or insiders leak data out, the per-record cost is 170\$ or 4.77M\$ per incident



Nearly **90%**

of all successful cyber warfare attacks are executed through the human element within your organization.



26%

is the likelihood of a breach happening over 24 months



Exploiting your employees by leveraging social engineering practices to penetrate an organization is a more effective and easier way to attack than injecting malware into the organization's computers



Human factor 2018

1:25



Malicious messages are clicked

Staff & Management

2X More likely to click



Executives



Top 3

Targeted Industries



The human factor 2018

Sales

Finance

Supply Chain

3X

More likely to click than IT

Top 3

Most Common Email Lures



Malicious Message Pack Click Time

10:00am - 3:00pm ET

We believe in EDUCATION

- Educating your employees to be cyber aware at home will make them act the same at work
- Awareness is changing your organizational culture to a secured one
- Every employee should be an active cyber agent
- Sustainability is the key
- Awareness is the best way to enlist your employees – Be on their side and they'll be on yours
- If you are CISO - Awareness is the best way to PR your work



CORPORATE CYBER AWARENESS: BASIC APPROACHES

In order to cope with cyber threats and defend the organization

YOU NEED TO ENLIST YOUR
EMPLOYEES

MAKE THEM ACTIVE CYBER
AGENTS

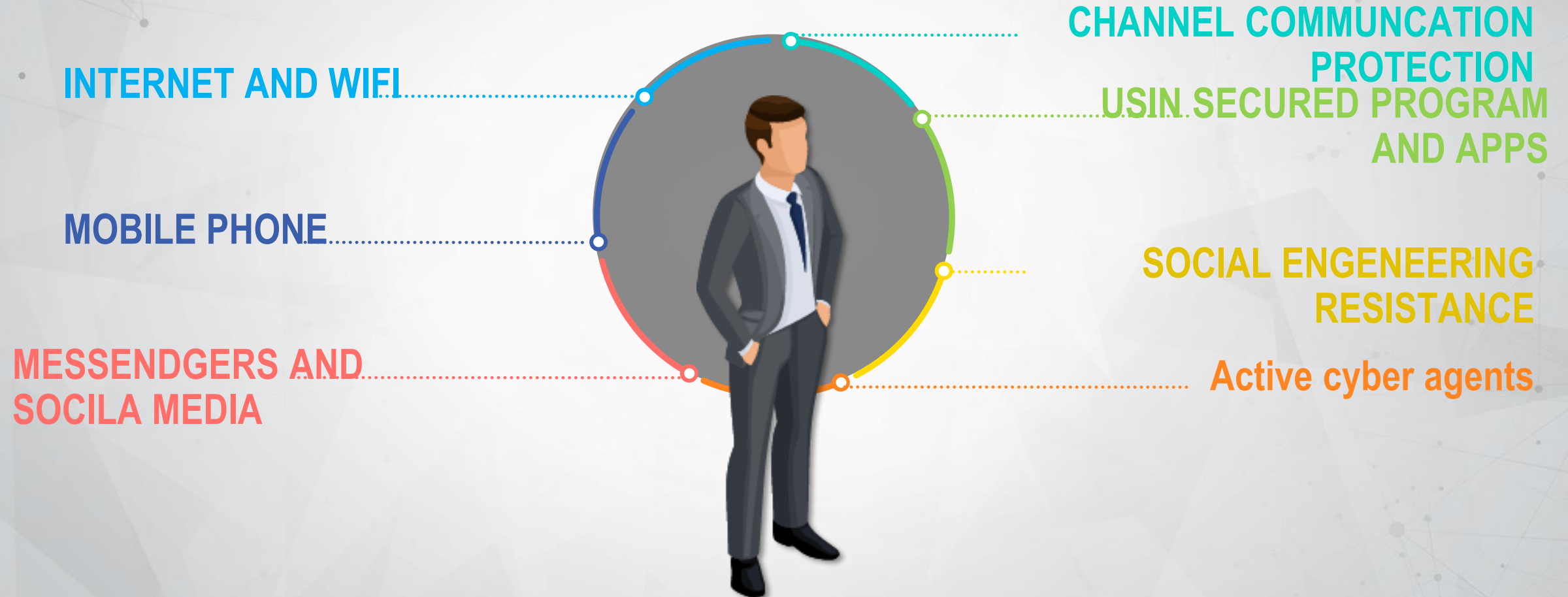


Program: WHAT TO BE INSIDE IN?

- Module 1: Introduction to Cyber Security (Opportunities and Threats. The Human as the "Weakest Link" of the Organization)
- Module 2: Getting Familiar with the Topics (Passwords, Browsers, Social Networking, Email etc)
- Module 3: "The Way In"- in depth
- Module 4: The Threats
- Module 5: What to Secure



PERSONAL CYBER AWARENESS: MUST KNOW

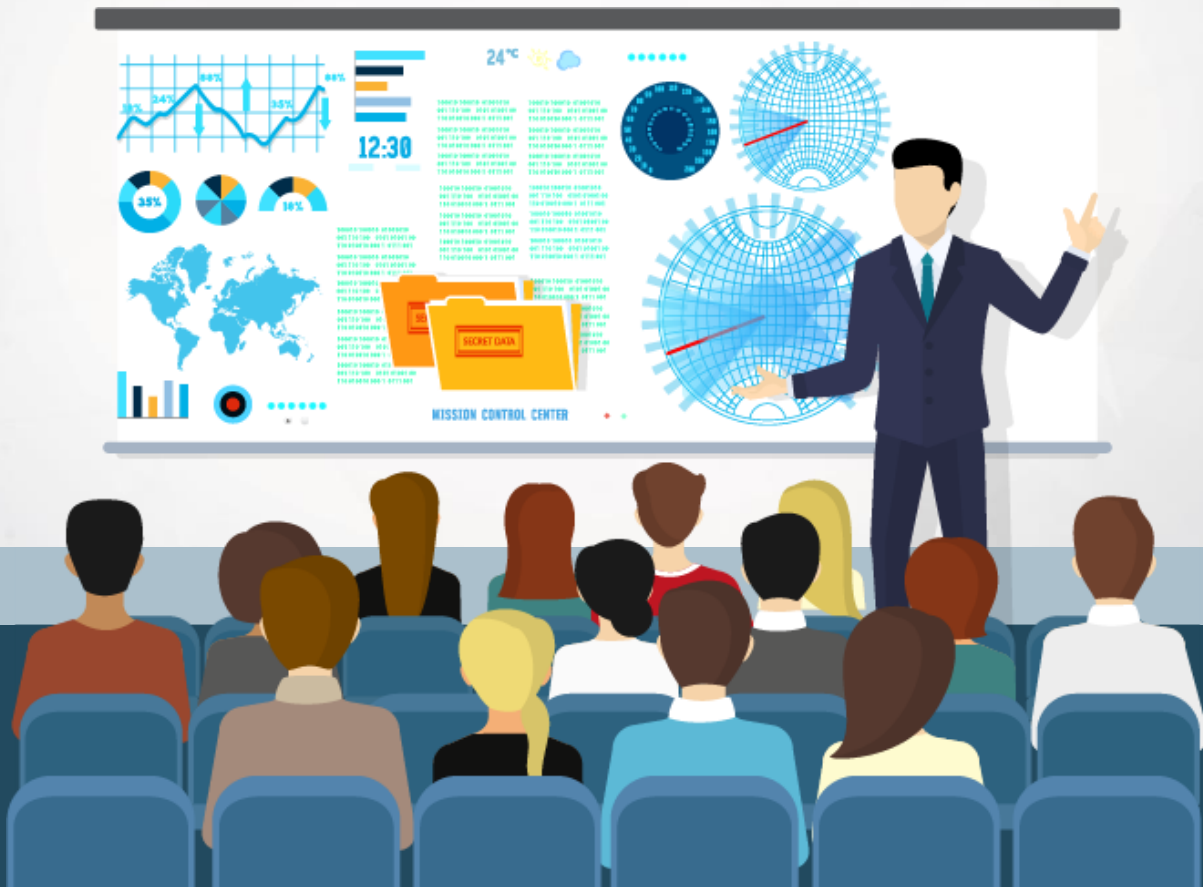


LECTURES, ATTACK SIMULATIONS, GAMIFICATION TRAINING

Employees/Management



Customers Lectures Suppliers



Who we are?



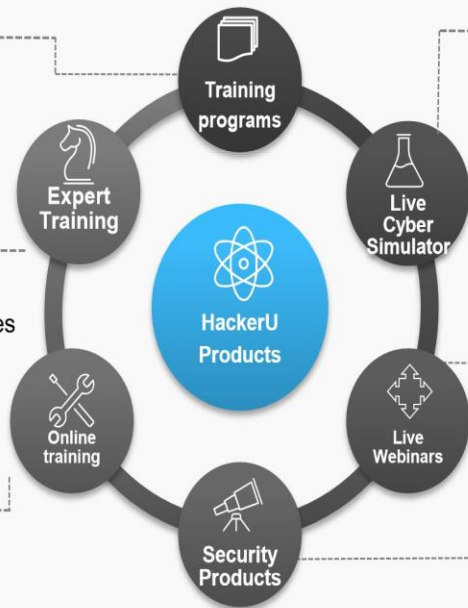
What We Offer...

5

B2B B2C HackerU Programs
Diverse and cutting edge training programs for B2C & B2B markets.

B2G - Building Local Cyber Units
HackerU specializes in training and creating professional Cyber units in governments, armies & police, intelligence and corporations.

HackerU Online Portal
A variety of online training courses by leading professionals, with ongoing remote support & a HackerU official diploma & certificate upon completion.



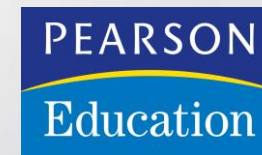
Live Cyber Training Arena
a live simulator of cyber attacks.

Live Streaming Courses
Online webinars with HackerU's experts.

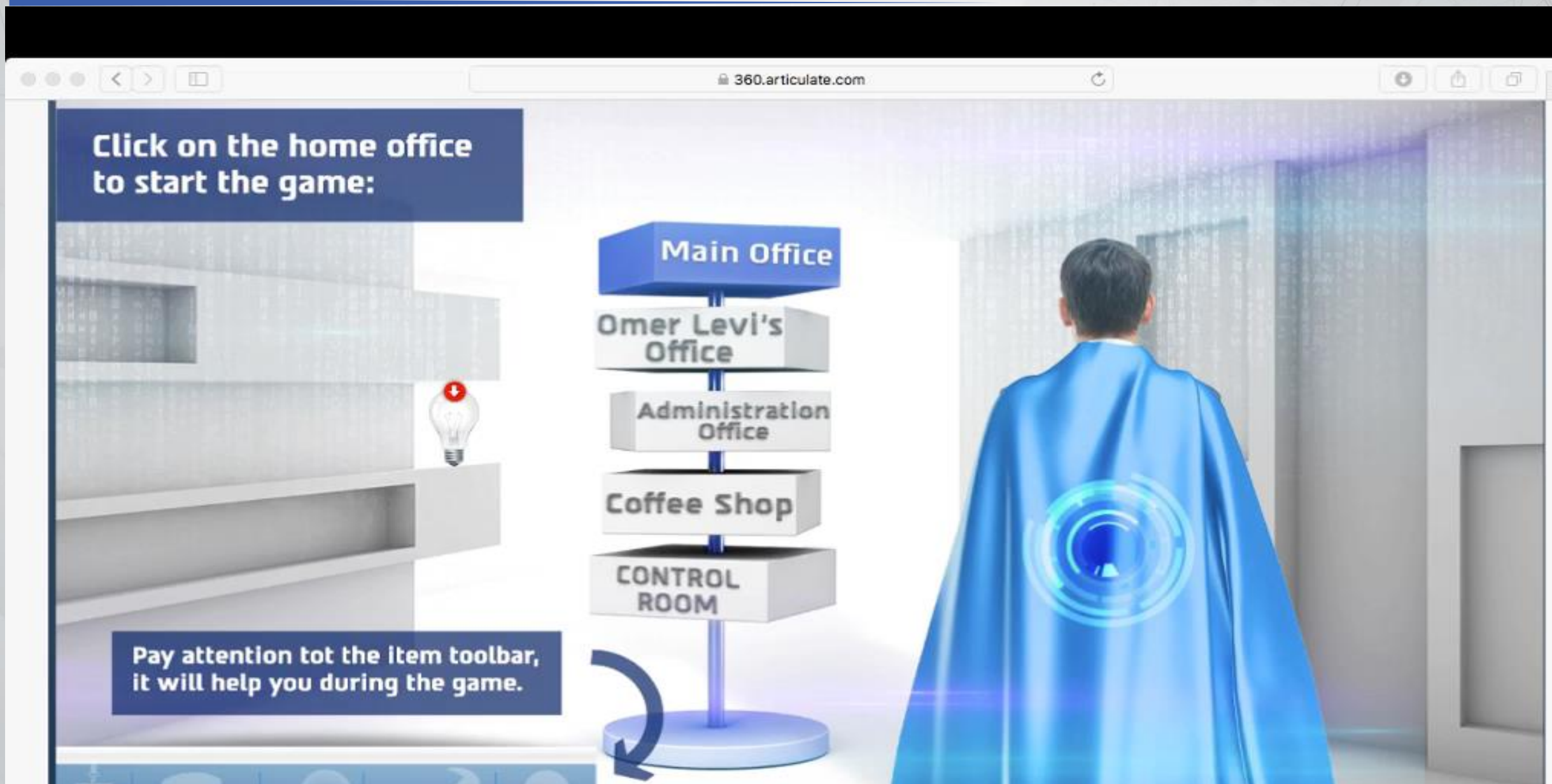
Cyber Security Products
HackerU carries a variety of cutting edge technology products for a full 360° protection.

With over **20 years of experience**, HackerU is Israel's flagship Cyber-Security Training Institute, specializing in cyber and information security, as well as in cyber pentesting /consulting in cyber and IT.

Accredited Training Center



○ Gaming – Example of Cyber awareness training



Thank you! Questions?



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