WEBROOT®
Smarter Cybersecurity™

Webroot®
Security Awareness Training

Smarter End Users Mean More
Profitable MSPs

Overview

Today's cybercriminals target users to infiltrate your clients' networks. They are experts at using phishing, watering hole, and other social engineering attacks to trick end users and abuse their trust.

End users are your clients' first line of defense. Unfortunately, they can also be the weakest cybersecurity link. As the number of attack strategies that take advantage of them grows, addressing security awareness weak points is now crucial to reduce the impact of malware, ransomware, and other compromises.

Webroot® Security Awareness Training offers comprehensive cybersecurity education that MSPs can deliver to their clients. Training consists of simple, easy-to-run courses and campaigns that minimize user-generated risks and help reduce infection rates, thereby driving down your remediation costs and adding another recurring revenue opportunity. Secondarily, adding Webroot Security Awareness Training to your portfolio will help differentiate your business from the competition through a stronger security offering.

The Webroot Difference

Webroot focuses on the needs of MSPs, enabling them to be their most profitable, while empowering their clients to be their most secure. We have direct visibility into the latest threats facing users around the world, and our global machine learning threat intelligence approach ensures that all Webroot-protected devices are secured in real time. Our threat intelligence also allows us to proactively produce security awareness training that is always relevant, topical, and tailored to the real-world threats your clients' users encounter.

Webroot Security Awareness Training is a SaaS offering and is integrated into our existing web-based Global Site Manager (GSM). That's the same streamlined console used to administer award-winning Webroot SecureAnywhere® Business Endpoint Protection and DNS Protection. This has two major benefits: it makes Security Awareness Training extremely easy to deploy, use, and manage; and allows administrators to access and manage a variety of Webroot protection solutions in one convenient cloud-based location.

To maintain success and grow profits, today's MSPs need automation and simple, low-maintenance management. That's why Security Awareness Training provides an easy five-step setup wizard to guide you through the entire process of creating a training campaign. In just a few minutes, you can name your campaign, select desired recipients, create/select a training email template, choose the training module, and launch. Whether you need to run a compliance program, phishing simulations, or continuous user education to reduce infection rates, our integrated training makes running a fully accountable and continuous security awareness programs simple and straightforward.

Real-World Application

The end user education market has grown drastically over the last several years. From 2014 through 2015 alone, Gartner reports 55% growth, and they predict that rate will remain in the 40-60% range year-over-year through at least 2018.[1] Given that organizations of

In 2016, phishing attacks were responsible for 90% of successful network breaches.[2]

all sizes are beginning to recognize the need for end user education, Gartner anticipates a total addressable market of approximately $1.5 billion for solution providers to mine. Further research indicates global spending on security awareness training for employees is expected to reach $10 billion by 2027.[3] The return on investment for end user education is also considerable. According to a Ponemon Institute study on the value of employee training, the least effective education program evaluated still boasted a seven-fold return on investment.[2]

Webroot's interactive education courses are accountable and measureable, designed to optimize the user education experience while measurably reducing risk and providing a high ROI.

Key Features

» **Easy 5-step setup wizard and LMS**

Webroot Security Awareness Training is integrated into the Webroot Global Site Manager console and contains a complete learning management system (LMS), so running courses and programs is as easy as possible. The built-in five-step wizard greatly increases the effectiveness and lowers the costs of running education programs.

» **A fully featured phishing simulator**

Phishing is the primary way users are currently socially engineered. Our ever-expanding, relevant template library allows you to engage end users with real-world phishing scenarios. By being able to launch realistic phishing attack simulations, you can monitor user response and direct appropriate awareness programs to users accordingly.

» **Engaging and interactive training courses**

Send courses directly to end users, who can launch them in one click from their computer or mobile device. Offering engaging, easily consumable interactive courses increases end users' attentiveness and the overall effectiveness of education programs.

» **Trackable, customizable training campaigns**

You can generate reports (brand-able for internal or MSP use) in five simple steps. Measuring success generically and at an individual level is key so you can direct relevant awareness training of different levels and types to users who need them.

» **Campaign and contact management**

Our training campaign management wizard, contact manager, training email templates, comprehensive course library, and reporting center let you schedule and assign training efficiently and get results. You can import contacts via CSV or web-based form; use tags to group contacts by client or business unit; and send training and phishing by individual or group.

» **Reporting Center**

Get phishing campaign statistics and generate per-user action reports and others to measure progress and ROI.

Courses

Featured cybersecurity courses:

» Understanding Cybersecurity
» Understanding Malware
» Working Safely and Securely
» Avoid Phishers, Hackers and Social Engineers

Topical cybersecurity courses:

» Social Media Awareness
» Phishing Awareness
» Websites and Software
» Email
» Passwords
» Physical Access

Compliance courses:

» PCI DSS
» Data Protection (UK/EU)
» GDPR - Global Data Protection Regulation (UK/EU)
» HIPAA for CE or BA

We will continue to expand and update security awareness training content to ensure it stays topical, relevant, and educationally effective.

Trial and next steps

For more information, contact your Webroot Account Manager, our Sales department, or request a trial on webroot.com. Contact us today to start your free 30-day trial for up to 50 users per site (limited to a single non-compliance course).

[2]Ponemon Institute. "The Cost of Phishing & Value of Employee Training." (August 2015)
[3]Cybersecurity Ventures. "The Security Awareness Training Report." (February 2017)