

Cisco Security Awareness Program

A quick Introduction

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People influence security more than technology or policy and cybercriminals know how to exploit human behaviors

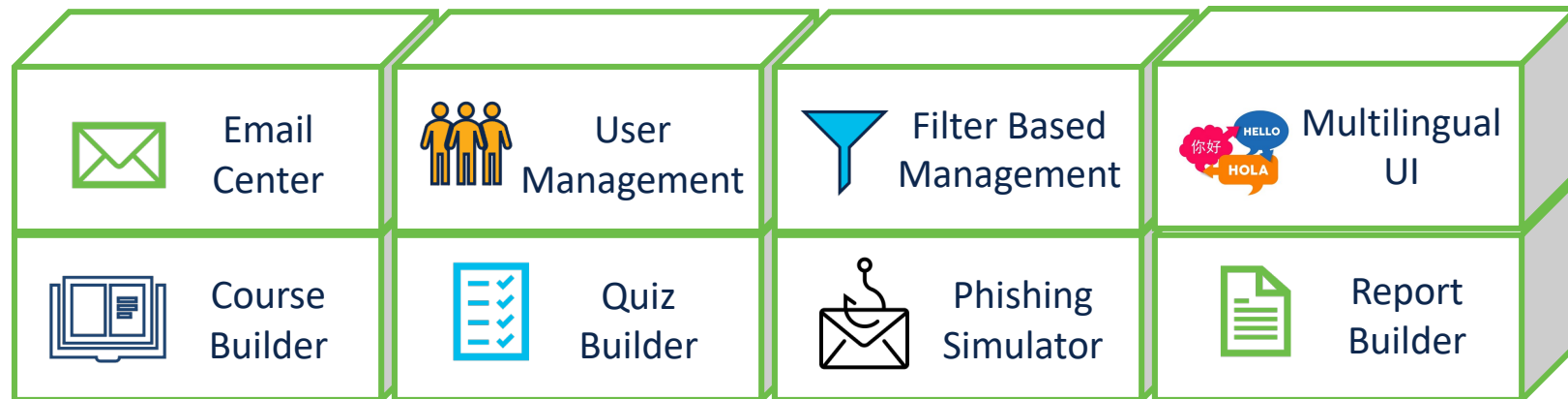
* Magic Quadrant for Security Awareness Computer-based Training 2019 Report

Cisco Security Awareness

- ✓ Drive Security culture
- ✓ Establish accountability
- ✓ Maintain compliance



Cisco Security Awareness Platform Building Blocks



Microlearning and Nanolearning

Tacking Emerging Threats and Specific Risks

- 2-3 mins 2D video with audio
- Focused on one risk, **easily consumable** bites of content
- **Scenario-based** branching design
- Uses decision making to allow a learner to see the **immediate impact** of making the right or wrong security decision
- **Developed monthly** in line with new cyber attacks and risks

Microlearning



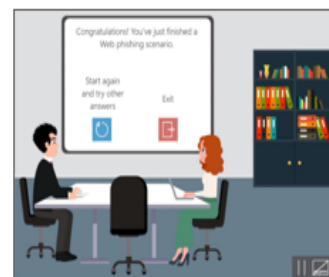
1/ A short 2D video sets up the scenario.



2/ Like a choose-your-own-adventure story, the user can pick which action the protagonist does next.



3/ The story continues and the protagonist learns what the correct course of action was. A learning exercise reinforces best practices



4/ The user has the option of playing the scenario again to try different paths.

Nanolearning



1/ The user clicks icons to learn more about the subject.



2/ Each icon presents a visual and explanatory text.

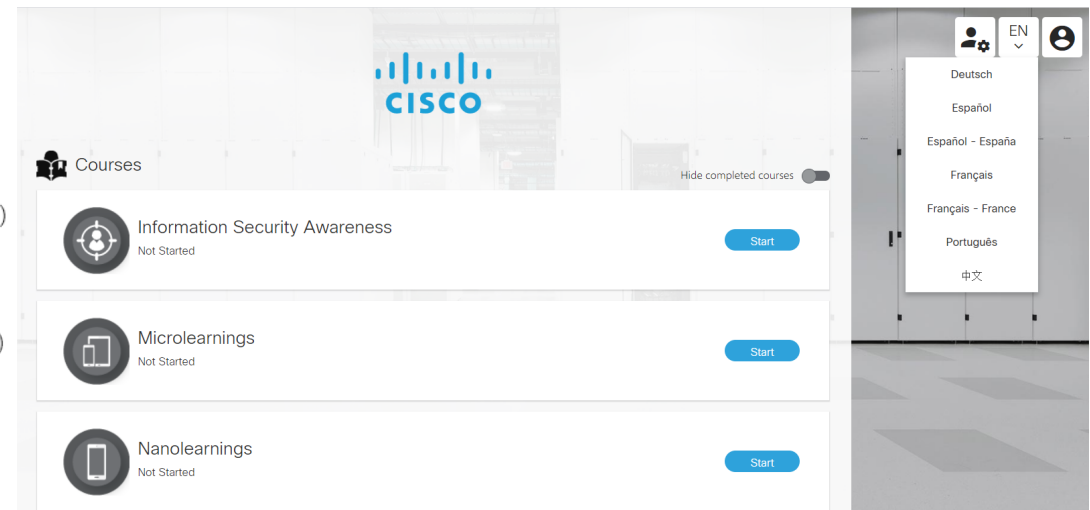
Multilingual Support

Optimal Learning Experience in User's Native Language

EN	English	NB	Norwegian
EN-UK	English (United Kingdom)	NL	Dutch
FR	French (Canada)	PL	Polish
FR-FR	French (France)	PT	Portuguese (Brazil)
ES	Spanish (Latin America)	PT-PT	Portuguese (Portugal)
ES-ES	Spanish (Spain)	RO	Romanian
AR	Arabic	RU	Russian
CS	Czech	SK	Slovak
DA	Danish	SR	Serbian
DE	German	SV	Swedish
EL	Greek	TH	Thai
FA	Persian	TR	Turkish
FI	Finnish	UK	Ukrainian
HE	Hebrew	VI	Vietnamese
HI	Hindi	ZH-HK	Chinese (Hong Kong) (script traditional; narration cantonese)
HR	Croatian	ZH-CN	Chinese (PRC*) (script simplified; narration mandarin)
HU	Hungarian	ZH-YU	Chinese (PRC*) (script simplified; narration cantonese)
ID	Indonesian	ZH-TW	Chinese (Taiwan) (script traditional; narration mandarin)
IT	Italian		
JA	Japanese		
KO	Korean		
MS-MY	Malay (Malaysia)		

*PRC: People's Republic of China

Additional languages are available upon request.



Gamification

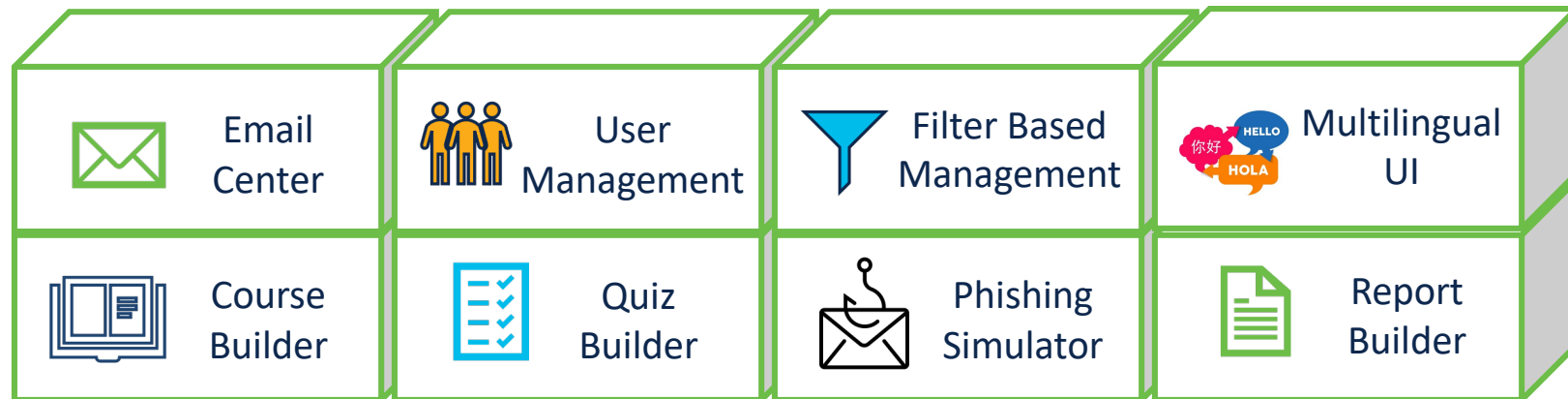
For Increased Engagement and Security Culture

- Increase **engagement and motivation**
- Option to replace the course test and provides a **positive** learning experience
- **Real-time points** accumulation displayed in leaderboard
- **Friendly competitive** strategy between countries, departments, roles
- Opportunity for **incentive-based** initiatives

The screenshot displays a gamified learning activity interface. At the top, a blue header shows 'Email' and 'Total Score 53'. Below this, a 'Learning Activity' section features a puzzle with six tiles: Confidentiality, Malware, Phishing, Spam, Hoaxes, and a central image of a person in a suit. To the right, a 'Total Points Per Page' indicator shows '2 / 12'. A 'Email etiquette' box contains text: 'Use our organization's email system for professional purposes; always use appropriate language and address only individuals directly concerned by the email.' Below the puzzle, a 'Leaderboard' section shows 'Team Top 10' with a progress bar and 'My Overall Rank 1'. A 'Gamified Courses: 1' section shows 'My Overall Points 214 pts' and a table with columns for Courses, Status, Points, and Rank.

Courses	Status	Points	Rank
Information Security Awareness v1681 Demo Gartner	●	214	1

Cisco Security Awareness Platform Building Blocks



Phishing Templates

- Based on **real world** phishing scams
- Personalized, **customizable**, multilingual
- **Double barrel** simulations
- **Monthly** updates with new scenarios

The screenshot displays the Cisco Phishing Simulator interface. On the left is a blue navigation sidebar with the Cisco logo and menu items: Content Builder (Courses, Quizzes), Phishing Simulator (Dashboards, Phishing Templates, Simulations), Email Center (Send, History, Global Email Templates), and Analytics (Gamification Dashboard, Standard Reports). The main content area is titled 'Template List' and includes a breadcrumb '< Home'. Below the title are tabs for 'My Templates' and 'Standard Templates'. A '+ Add New Template' button is visible. The table below shows a list of templates with columns for Reference Name, Languages, Release Date, Landing Page, Feedback Page, Attachment, and Double Barrel. A search bar and filter options for Release Date and Type are on the right.

Reference Name	Languages	Release Date	Landing Page	Feedback Page	Attachment	Double Barrel
Email Account Security Alert	5 Languages		✓	✓		
Holiday Gift Online	5 Languages		✓	✓		
New Corporate Service	6 Languages		✓	✓		
Technology Insight International	5 Languages		✓	✓		

Phishing Simulation Workflow

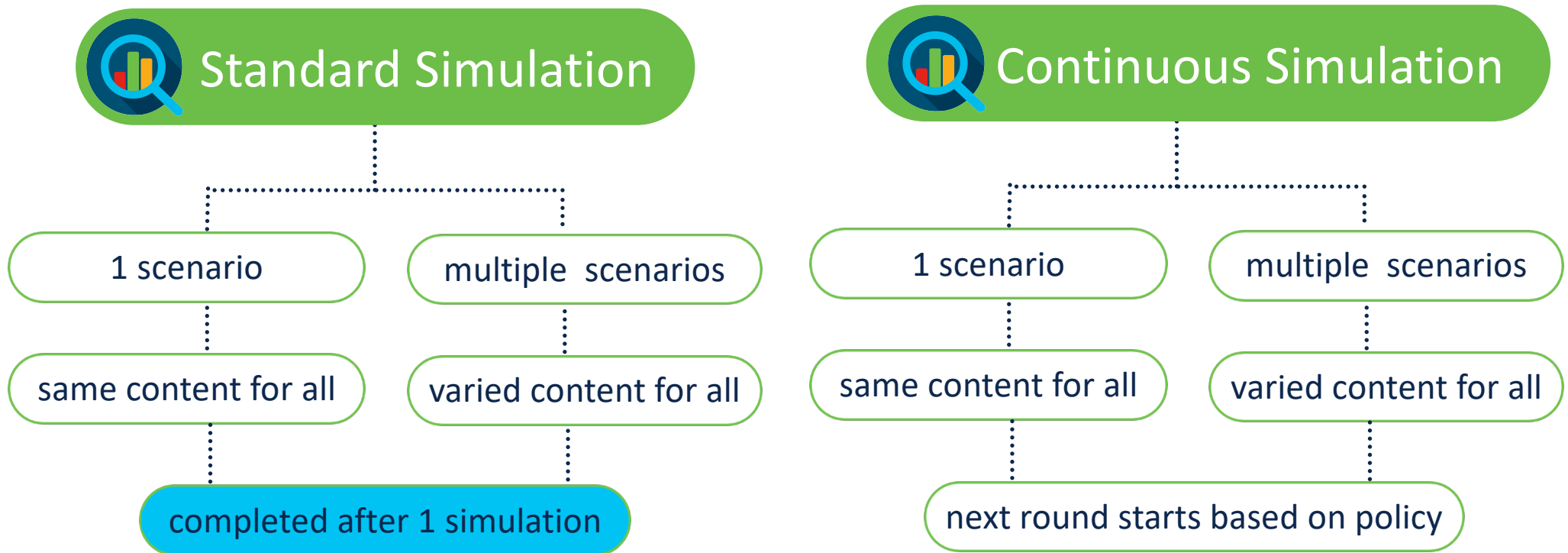
The screenshot shows the Cisco Phishing Simulator interface. On the left is a blue sidebar with navigation options: Content Builder (Courses, Quizzes), Phishing Simulator (Dashboards, Phishing Templates, Simulations), Email Center (Send, History, Global Email Templates), Analytics (Gamification Dashboard, Standard Reports, Saved Reports), and Environment (Users, Filters). The main content area is titled 'Simulation List' and 'Simulations -'. A progress bar at the top shows steps: Settings (active), Email Template, Landing Page, Feedback Page, Recipient List, Schedule, and Launch. Below the progress bar are three configuration panels: 1. 'Email Template' with a text editor and an 'Attachment' toggle (off) labeled 'No file attached'. 2. 'Double Barrel' with a text editor and an 'Attachment Double Barrel' toggle (off) labeled 'No file attached'. 3. 'Landing Page' with a preview of a login page and a toggle (on). 4. 'Feedback Page' with a preview of a phishing alert page and a toggle (on).

Phishing Simulation Workflow

The image illustrates the Cisco Phishing Simulation workflow through three sequential screenshots of the user interface:

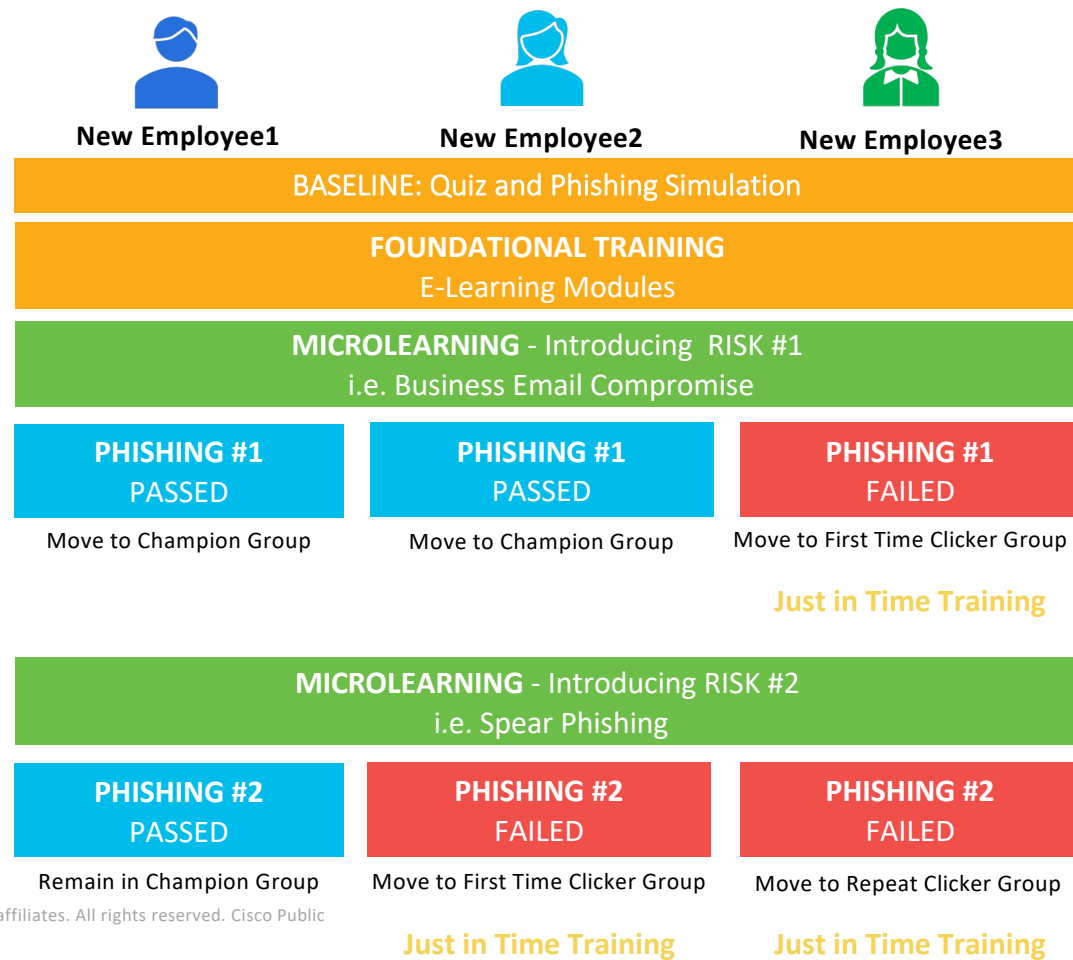
- Left Panel (Landing Page):** Shows the 'Simulations - My Email Template' interface with the 'Landing Page' step highlighted. The page features a blue background with icons representing a calculator, a star, and documents.
- Middle Panel (Feedback Page):** Shows the 'Feedback Page' step highlighted. The page displays a dark blue background with the text: "UH-OH! YOU'VE BEEN PHISHED! Company-wide simulation in progress! PLEASE DO NOT SPEAK WITH YOUR CO-WORKERS ABOUT THIS PHISHING TEST We'd like to see if we can hook them, too!"
- Right Panel (Recipients List):** Shows the 'Recipients List' step highlighted. The page features a yellow banner with the text: "PLEASE DO NOT SPEAK WITH YOUR CO-WORKERS ABOUT THIS PHISHING TEST". Below the banner, there are two columns of educational content: "Had this been a real phishing message" and "Beware of the warning signs".

Scheduling Your Simulation



Automated Results-based Learning Path

Promoting The Right Security Behaviors



The Cisco Security Awareness Offer

Security Simulation (L-SA-SS-LIC=)

- Unlimited Phishing Simulations
- Phishing Reporting Button
- Reporting Features
- Corporate Branding
- Admin Platform Training
- TAC support
- User guides and periodic bulletins

Security Simulation + Training (L-SA-SLT-LIC=)

- Unlimited Phishing Simulations
- Phishing Reporting Button
- Reporting Features
- Corporate Branding
- Admin Platform Training
- TAC support
- User guides and periodic bulletins
- **12 Training Topics (Pick your own 12)**



Cisco Content Security User Group

Part 2 – Cisco Secure Email

March 2021



The Cisco logo consists of a stylized signal tower icon above the word "CISCO" in white, uppercase letters. The signal tower icon is composed of seven vertical bars of varying heights, with a small dot above each bar.

CISCO SECURE