

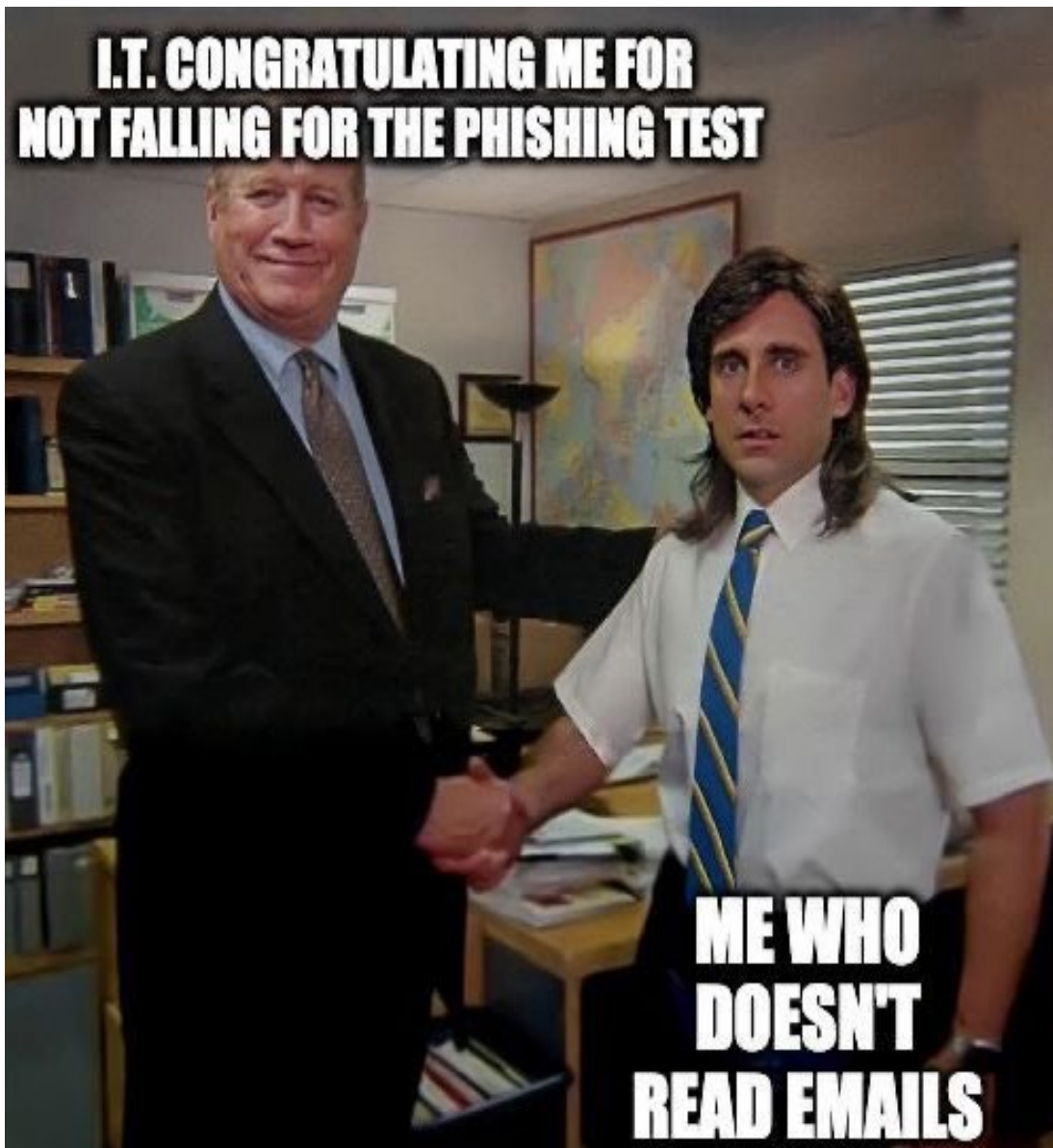
Cyber Noesis

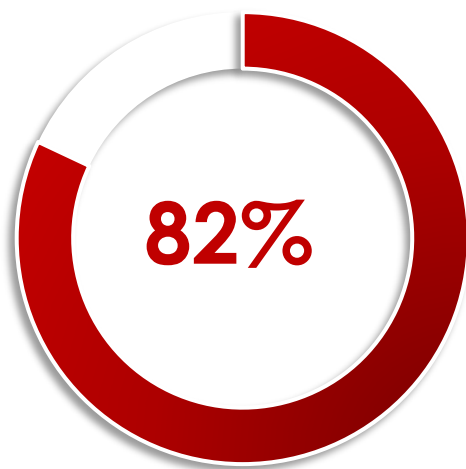
# *Lack of knowledge is not the users' fault!*

**Argyris Makrygeorgou,**

Operations Director - Cyber Noesis

MSc Infosec, CISSP, CPSP, CPFA, ISO27001 LA, SCCISP, cDPO, MS SC-900





of Data Breaches  
are due to **Human Error**

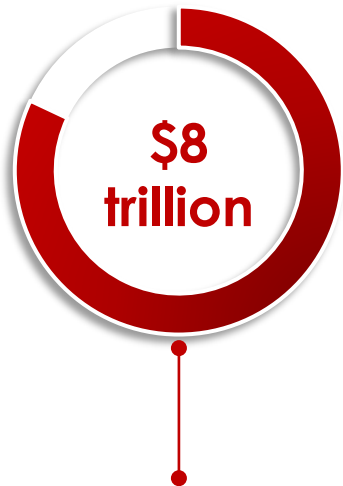
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*Verizon's 2022 Data Breaches  
Investigations Report*



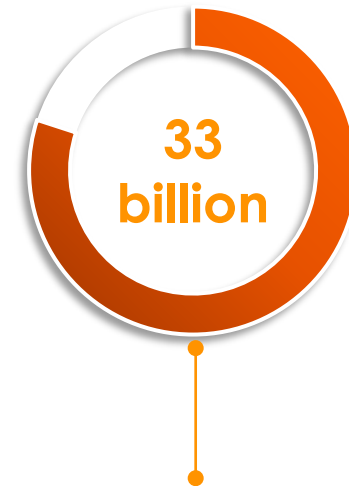
## Some not so funny statistics... 😞



The predicted cost of cybercrime in 2023, which will grow to \$10.5 trillion by 2025  
"Cybersecurity Ventures"



The average total cost of data breaches in 2022  
"IBM/Ponemon"



The number of unique records to be stolen by 2023, an increase from 175% from 2018  
"Juniper Research"

**Fear**



**Boredom**





# Why Security Awareness Programs Fail?

- ✗ End-users simply **not knowing what the right course of action**
  - ✗ Staff **not emotionally** involved.
  - ✗ Objectives **not aligned with the strategic goals.**
  - ✗ **Bland and generic content** fails to help the audience.
  - ✗ **Settling for one-time**, compliance-driven approach.
  - ✗ Content **not aligned** with local **culture, paradigms** and ... **language!**
- 

# What do think about fast /canned food?

- ✓ Tasty...?
- ✓ Nutritious ...?
- ✓ Somehow Healthy ...?

**For how long can you be fed only with this?**





# What should we make differently ?

## 1. **Custom** material

- Based on organization needs...
- Adapted to user's daily routine...
- Adapted to local culture & user experience.





## What should we make differently ?

2. Deploy various educational **techniques**.
3. Reinforce the security message.
4. Be patient and ready to explain multiple times.
5. Treat communication like a **game**.
6. Aim the effective understanding of an average user.



## What should we make differently ?

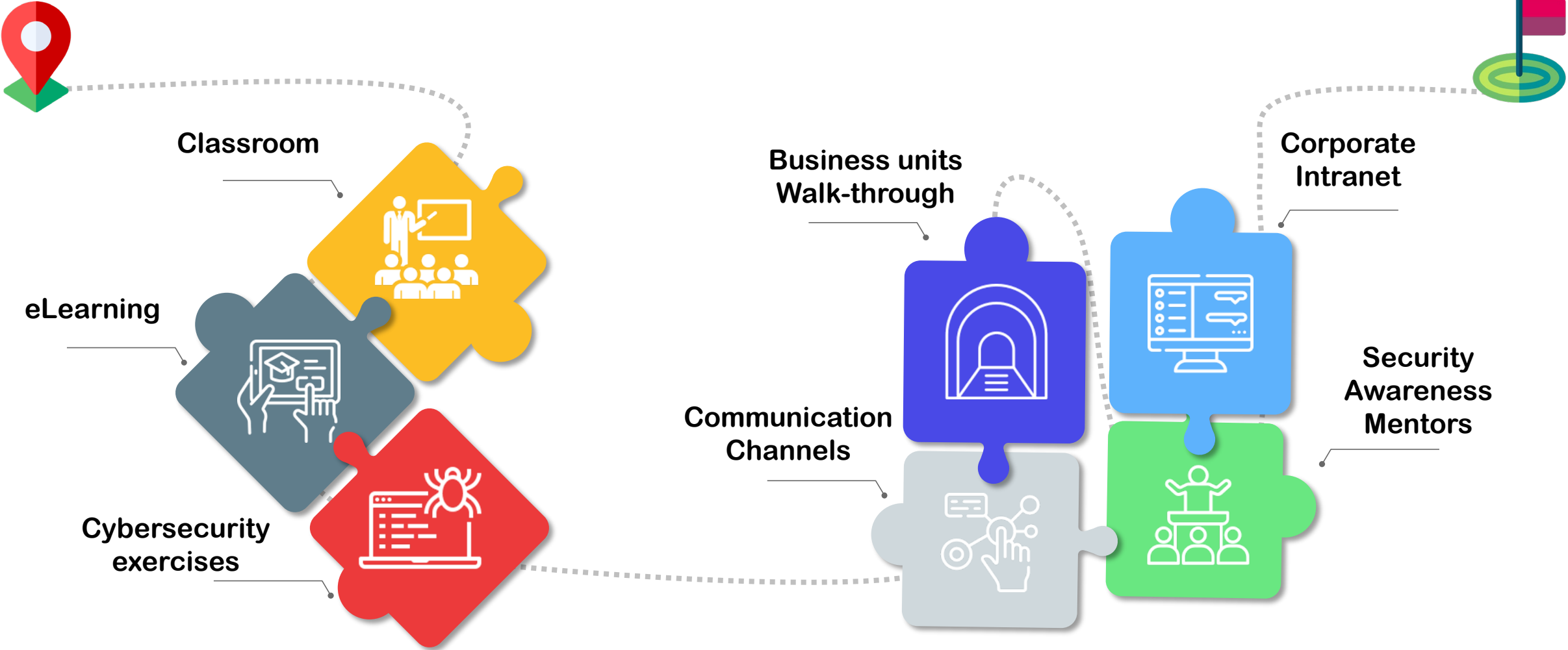
7. Use common language **to align business objectives.**
8. Use elements of novelty.
9. Use **local language.**
10. Use easily understood **paradigms aligned with users' culture.**

Information Gathering

Establish Relationship and Rapport

Exploitation

# Putting all pieces together...





# ISAWARE



**Phishing Campaign Management System**



**Learning Management System**

# Cyber Noesis Offering

Research & Development  
Activities

## Cybersecurity Consulting

IT/OT Risk Assessments

Compliance Preparation  
(ISO27001, PCI-DSS, IEC62443 etc)

Compliance Audits &  
Gap Analysis

Incident Management &  
Response

CISO as a Service

## Privacy Frameworks Compliance

Data Privacy Impact  
Assessments

Compliance Preparation  
(ISO27701, GDPR etc)

Compliance Audits &  
Gap Analysis

DPO as a Service

## Cybersecurity Capacity Building

Executive Training

User Awareness

Specialized Training

Cyber Exercises

Threat Intelligence

Phishing Campaigns  
Management

## Cybersecurity Architecture Design & Assessment

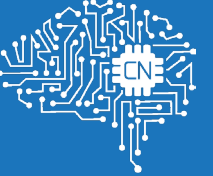
Architecture Design

Vulnerability Assessments

IT Security Audits

Technology Capability &  
Maturity Assessment

Solutions Selection &  
Evaluation



Cyber Noesis

*#deftaieioxristispoudegnorizei*

**Thank you!**

[www.cybernoesis.com](http://www.cybernoesis.com)