



# CASE STUDY

Industry: *Communications*  
Organisation Size: *500+*  
Country: *USA*



## THE SOLUTION

To tackle these challenges, the client along with their insurer enlisted GoldPhish for comprehensive SAT and simulated phishing. The objective was to meet new cyber insurance standards and enhance awareness of cyber security throughout the organisation. Aware of their vulnerability, they swiftly integrated GoldPhish and implemented monthly training and simulated phishing campaigns.

Accompanied by GoldPhish on their journey to becoming a more cyber-savvy workforce, they managed to mitigate future risks and become a low-risk organisation. A security plan was put in place to help the organisation increase their employee engagement and become insurable due to the active practice of SAT within the organisation.

“The shorter training campaigns have allowed the employees to complete training on a monthly basis and this has strengthened our overall cyber security posture.”

## OVERVIEW

A leading corporate communications agency faced cyber security hurdles, including low employee engagement and uninsurability due to the absence of Security Awareness Training (SAT).

They acknowledged the urgency of implementing stronger cyber security practices, given their work with global brands. The organisation's vulnerability and uninsurable status highlighted the need for immediate action.

## THE PROBLEM

**The lack of cyber security knowledge and unsuccessful previous attempts at SAT left them vulnerable.** Wanting to include cyber insurance in their coverage, they were redirected to GoldPhish. Before, they had a basic cyber security policy with employee acknowledgment but lacked further active measures. The lack thereof left them vulnerable to cyber attacks and having a poor overall cyber security posture.

## THE RESULT

They achieved significant positive outcomes. Notably, employee engagement with the SAT initiatives increased, with employees actively reporting phishing attempts. The implementation of shorter, monthly training campaigns facilitated regular skill-building and strengthened their overall cyber security posture. The proactive approach, coupled with evidence, provided through executive progress and performance reports, resulted in the successful maintenance of their insurability.

Through their partnership with GoldPhish, they met the new cyber insurance standards but also developed a more cyber-aware workforce. They significantly reduced their vulnerability to cyber attacks, thereby safeguarding their reputation and ensuring continued business operations.