



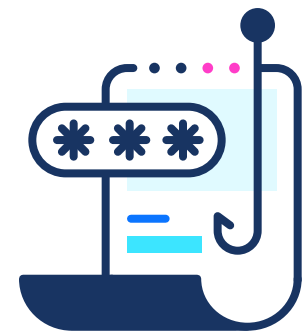
Magoo & Associates LLC
"Your technology solution provider"

Protecting Your People

Human-Focused Security



Why Focus on People in Cyber Security?



Over 90% of compromises involve luring a human into making a poor decision:

- Ransomware
- Credential Theft
- Sensitive Data Loss
- Business Interruption



Compliance programs now require regular security awareness training:

- FINRA
 - HIPAA
 - HITRUST
 - PCI
- And the list goes on...

Case Study

Knowledge vs Behavior:

Do we have a gap in security knowledge or behavior?

Who

Stripe - the new \$20 billion leader in online payments

Challenge

Test internal vulnerability to social engineering and phishing

Expectation

Young, smart, high-tech company should have low vulnerability to phishing

Result

1 out of 4 users were successfully phished - including **TWO** security engineers involved in the study!



stripe

"It doesn't matter how technical you are. This applies to all of us. Everyone is vulnerable to this."

-Security Engineer @ Stripe

Eliminate Behavioral Vulnerabilities

"People always make the best exploits."

-Elliot Alderson - Mr. Robot

"People are all just people, right? The specifics help us but the specifics don't change how everyone is vulnerable. It just changes the way that we access those vulnerabilities."

-Mobley - Mr. Robot



Behaviors and routine actions can make all the difference in preventing a breach.

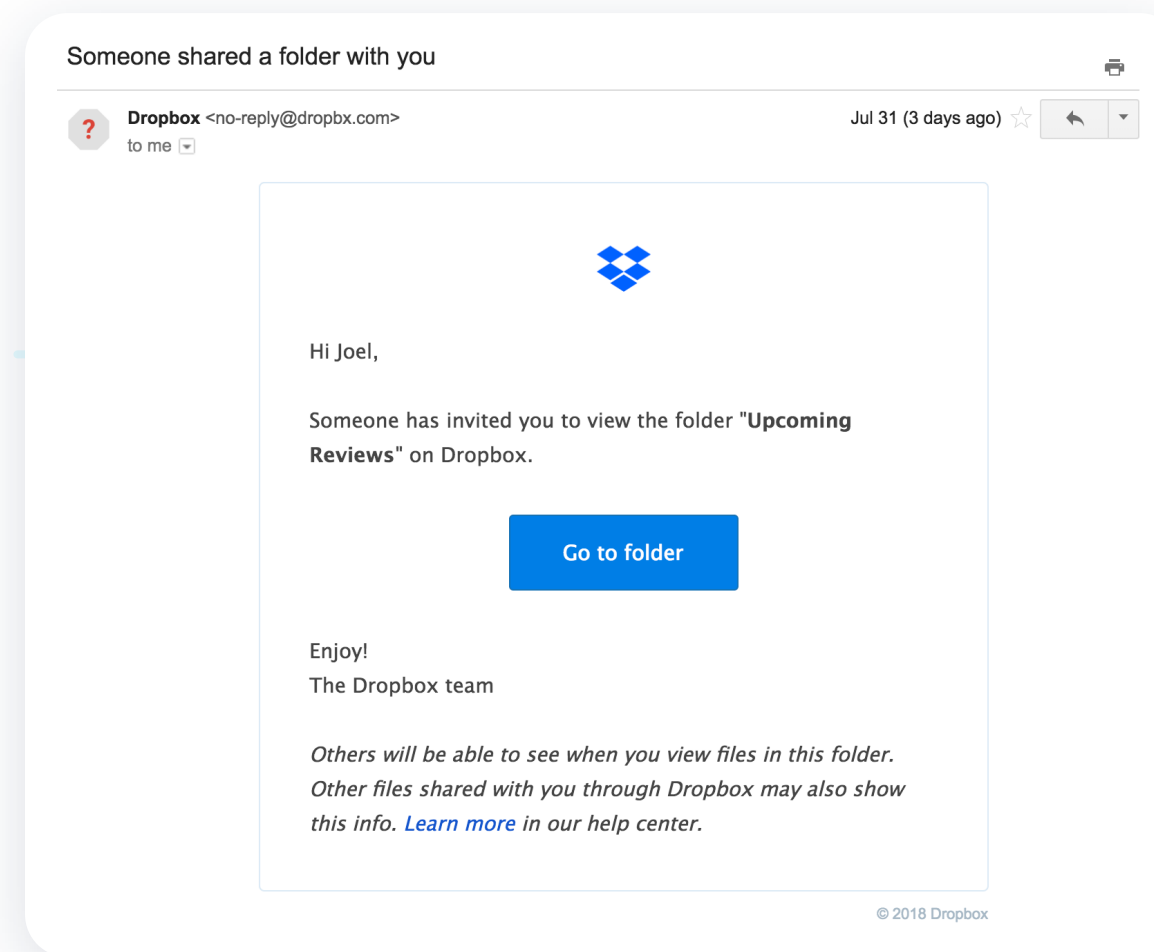
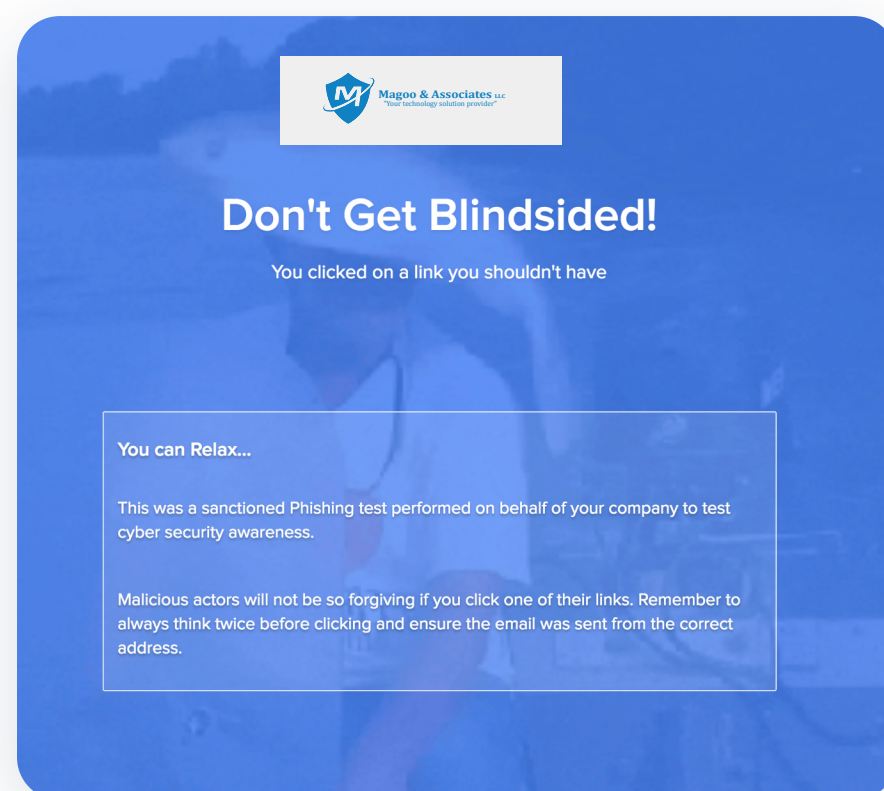
Just like the decision to avoid the dark alley and choose the well-lit street at night, your behavior affects your vulnerability...



Identify Vulnerabilities Phishing Attack Simulations

1

Everyone receives regular, varied Phishing simulations



2

Dangerous clicks turn into learning experiences with targeted training

Eliminate Vulnerabilities

Knowledge and Behavior Training

1

Each person receives
emailed invites for Training

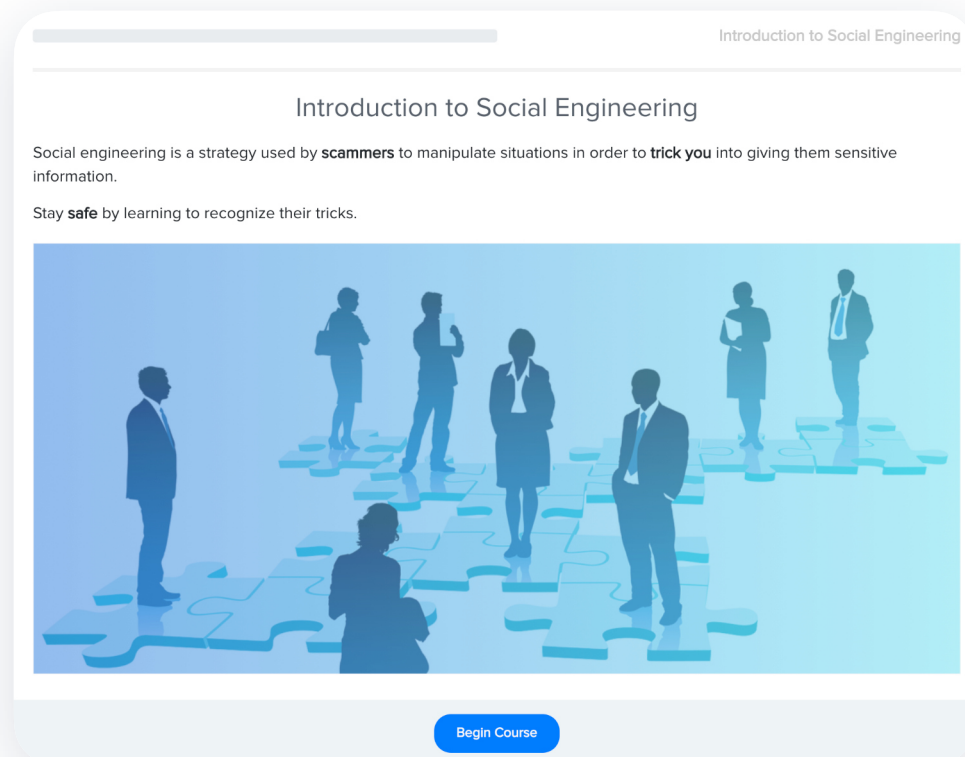
Password Best Practices

Please complete this training course by clicking the link below.

You are receiving this email because an Administrator for your company has enrolled you in a cyber security training course.

By clicking on the link below, you are agreeing to the INFIMA [Terms of Service](#) and [Privacy Policy](#).

Complete Training



2

Quick, engaging courses
& targeted remediation

Enhance Your Security Program Today

1

Enroll your Users

With our Sync (Azure AD, Office 365 or GSuite) or manually input users

2

Tell us your industry

We create a Training Plan based on your industry and include any specific requirements

3

Where the magic happens

Stop pulling your hair out in frustration with other products!! We take it from here.



Now fast forward

We deliver monthly reports on your team's performance, addressing your organization's most pressing human vulnerabilities

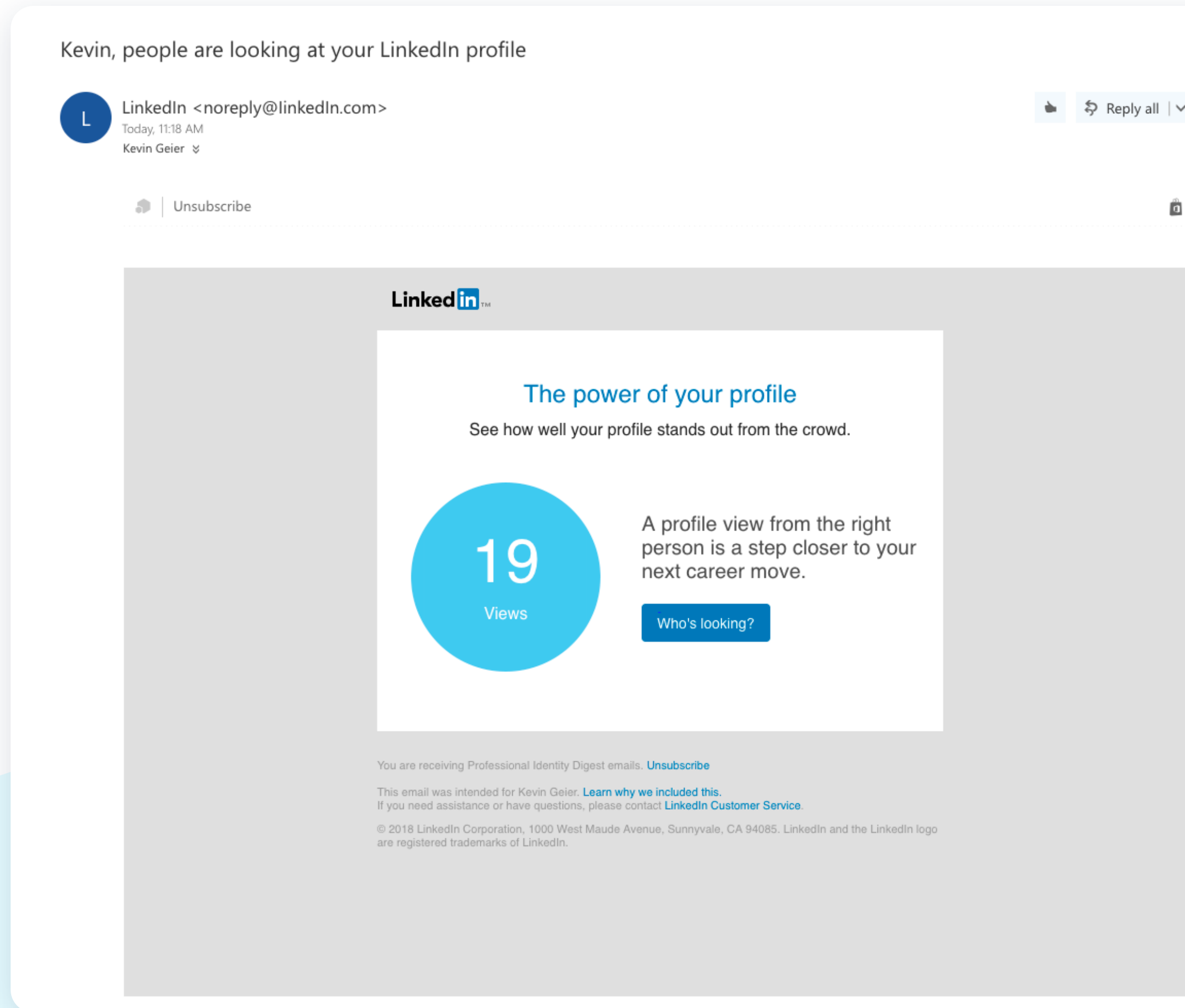
Effective Security, Easily Managed

Features	Magoo	Competitors
Knowledge-Based Training	✓	✓
Regulatory Compliance Satisfaction	✓	✓
Comprehensive Reporting	✓	✓
Unsafe Behavior Identification	✓	✗
Targeted Training for Vulnerable Employees	✓	✗
Zero Management Required	✓	✗
Set-Up in Minutes (not days or weeks)	✓	✗
Multi-Domain Support	✓	✗
No Long-Term Contract Required	✓	✗

Examples

Example: Phishing Email

Phishing attack simulations highlight the human vulnerabilities within the organization





Don't Get Blindsided!

You clicked on a link you shouldn't have

You can Relax...

This was a sanctioned Phishing test performed on behalf of your company to test cyber security awareness.

Malicious actors will not be so forgiving if you click one of their links. Remember to always think twice before clicking and ensure the email was sent from the correct address.

Example: Phishing Click Landing Page

Behavior change starts with the shock of an unexpected outcome (i.e. landing page to the left).



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START TODAY!

Protect the Human Element

