

# CYBER AWARENESS

what we know so far...



Expected market growth from \$370 million to \$1.5 billion in 2021.



The training and awareness market had expected growth from \$370 million in 2017 to more than \$1.5 billion by 2021 according to Gartner.

## FINIANCIAL COST



**\$162,000**

+ With awareness training avg. financial loss of \$162,000

**\$683,000**

- Without awareness training avg. financial loss of \$683,000



**3.8 FTE FOR COMPANY OF 5K PEOPLE:**

According to SANS, to achieve a truly mature security awareness program 3.8 FTE's required per 5k employees

**TOOLS & LAWS CANNOT STOP HUMANS CLICKING**



**NEWS HEADLINES**  
nearly 40k times!

Human as the weakest link **trope** has made news headlines nearly 40,000 times!



**GONE PHISHING**

Teach your human to Phish and they will smell when something is phishy!



Humans are your organizations personal IDS



IDS - Intrusion Detection System

