



# CYBERSECURITY

## AWARENESS TRAINING AND PHISHING TEST



**CYBERSECURITY**  
**BETTER BE SAFE THAN SORRY**



Make sure users are not the source of  
cyber-incidents!





## Strategy: RAISING AWARENESS, CREATING INVOLVEMENT

Applied research into the psychology of persuasion and engagement has led us to implement a variety of techniques applied to the implementation of an online awareness-raising strategy. We have implemented an approach based on 4 pillars and 12 psychological persuasion and engagement techniques, applied to raising cybersecurity awareness.

## Approach: SECTOR-SPECIFIC DEVELOPMENT



HEALTH



LOCAL  
AUTHORITIES



INDUSTRY



RETAIL



INSURANCE &  
MUTUALS

For the past three years, as part of our strategy, we have been adopting a **sector-specific approach** covering five sectors.

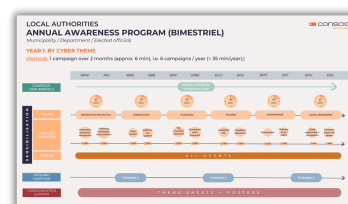
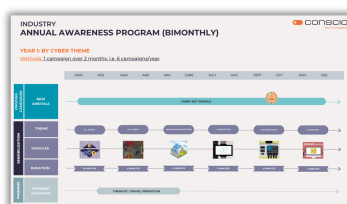
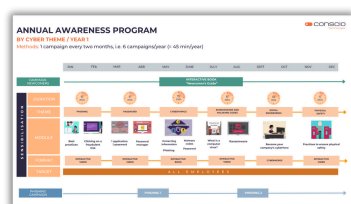
This has enabled us to develop **individually specific** content **co-constructed with cybersecurity teams in that sector**, matching their real-world issues as closely as possible.



## READY-TO-USE Multi-year programs

Get **ready-to-use, sector-specific programs** created by Conscio Technologies!

With **Sensiwave** and the **content from the Conscio Technologies catalog**, it's possible to **define** and **implement** just such a program. In order to **identify the key themes** to be used, an **audit** and **phishing test campaigns** are run in advance **with employees**.



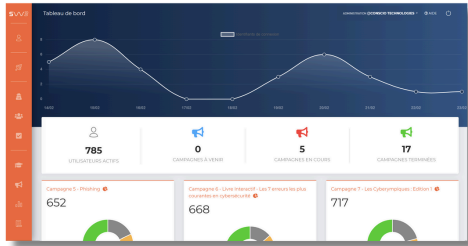
### AWAREPLAN :

The turnkey annual awareness program!

We **schedule the campaigns**, based on the **standard calendar devised for each sector**: you **launch your program**!



## Platform: **sensiwave**



**Sensiwave** is the **only solution on the market** to combine **powerful management for your campaigns** and the option of genuinely meaningful **personalization of content, creating campaigns** which include your **chosen modules arranged in exactly the way you want.**

A few features:

- Managing Big Data statistics management,
- Creating your own content,
- Works with your organizational structure (decentralized, international),
- Many languages available.



## Content catalog: **RICH, FUN AND ENGAGING**

We have a catalog of **160 modules** covering **different themes** in **multiple formats**. Our **content creation team** is **continually updating** the catalog: **14-24 languages** available!

### THEMES



### FORMATS



## PHISHING TEST



**Train your users** so there's **less risk** they'll be tricked!  
Get them used to **taking the necessary few seconds to think before acting.**



- Several **hundred scenarios**, constantly **updated**
- Dangerous links**
- Dangerous attachments**
- Data entry**
- Random selection** of scenarios
- Alert button**
- Statistics**

→ **Customization** and **creation** of scenarios.



## GUIDING YOU FROM FIRST CONTACT

From **first contact** through **implementation of your campaigns**, Conscio Technologies works with you:

### Identifying the goals:

- Changing behavior,
- Building cyber-culture,
- Reducing incidents,
- Etc.

### Identifying KPIs:

- Participation rate,
- Phishing test click rate,
- Activity and quiz results,
- Etc.

**Raising awareness,  
creating  
involvement:**  
introduction

### Strategy definition:

- Who? (Target/group)
- What? (Content)
- How? (Setting up campaigns, etc.)
- When? (Right moment)

### Defining the pilot:

- Scoping the pilot – establishing goals,,
- Getting started with Sensiwave,
- What everyone's tasks/deliverables are,
- Dates for follow-up meetings.

Structure of the  
**awareness-raising  
program**

## Program: CONSCIO ACADÉMIE



Conscio Technologies is **QUALIOPI certified**, **facilitating the onboarding of new employees** in **cybersecurity matters** via the "**Conscio Académie**" service!



- **Turnkey** training,
- Learning the **basic cyber-reflexes**,
- Duration: **1h**,
- Format: **E-Learning** training,
- Can be **financed** by **OPCOs**.



A French player who innovates  
**NEW TOOLS AND SOLUTIONS**

### **SENSIWAVE.AI:** Generative artificial intelligence

- **Natural-language** generative AI,
- **Open source:** **MISTRAL** technology,  
France's hidden AI gem,
- **Runs entirely on our own servers**,
- **Incorporation** of **your own rules,  
information and documents**,
- **Saves time** and **boosts productivity**  
for the CISO's team.