



**SecurEd**  
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# Empower your employees against cyber threats

# Cyber Security Services at Zühlke



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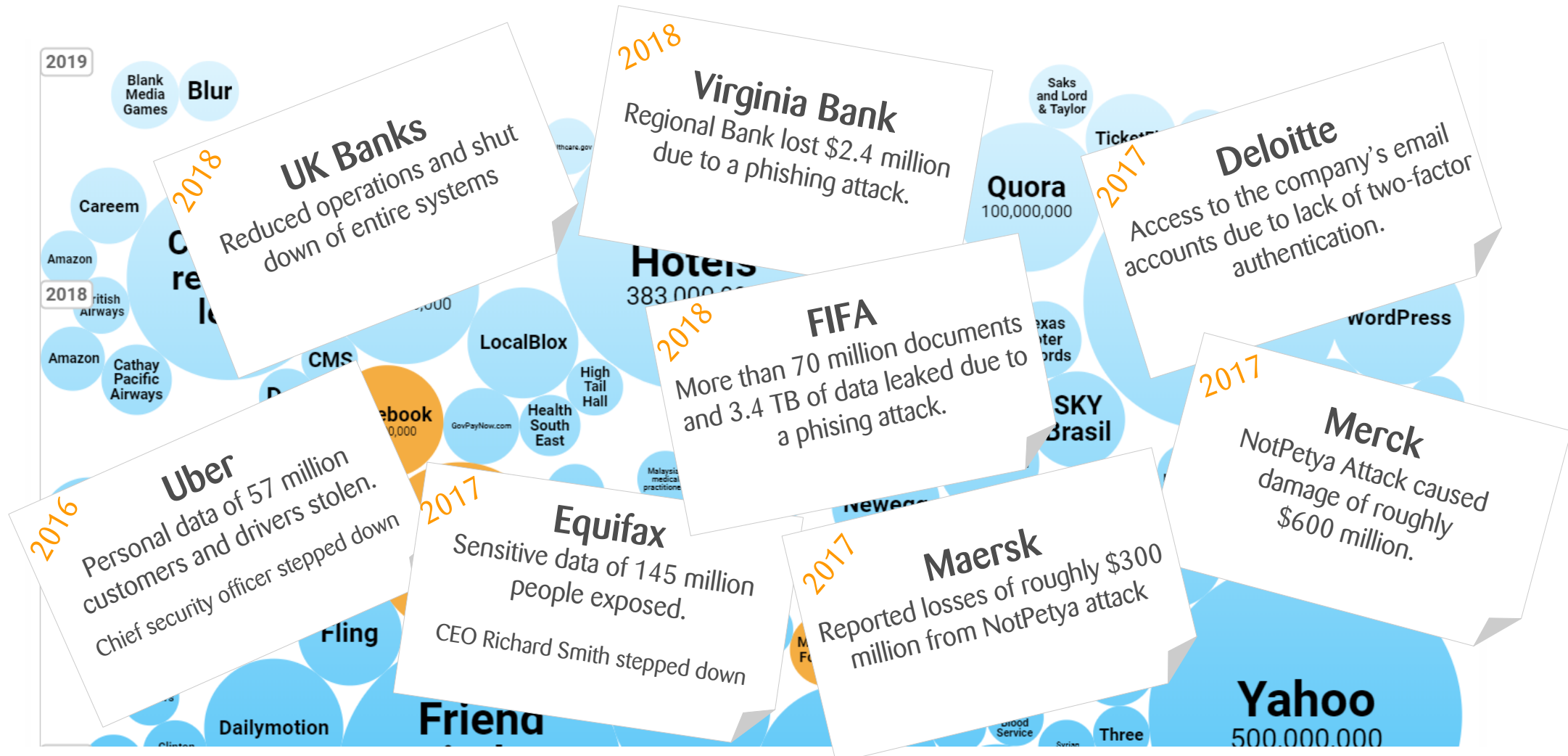
There is a hacker attack  
every 39 seconds.

The average cost of a data breach in 2020 will exceed \$150 million.

Total cost for cybercrime committed globally has added up to over \$1 trillion dollars in 2018.

# «Cyber crime is the greatest threat to every company in the world.»

Ginni Rometty, CEO IBM, 2018



95% of cybersecurity breaches are due to human error.

# The human factor

78% of people claim to be aware of the risks of unknown links in emails. And yet 45% click anyway.

Study of Friedrich-Alexander University, 2016.

More than 80% of all cyber attacks are initiated by exploiting humans.

The Active Social Engineering Defense (ASED) program, DARPA.



People are the biggest weakness to security breaches.

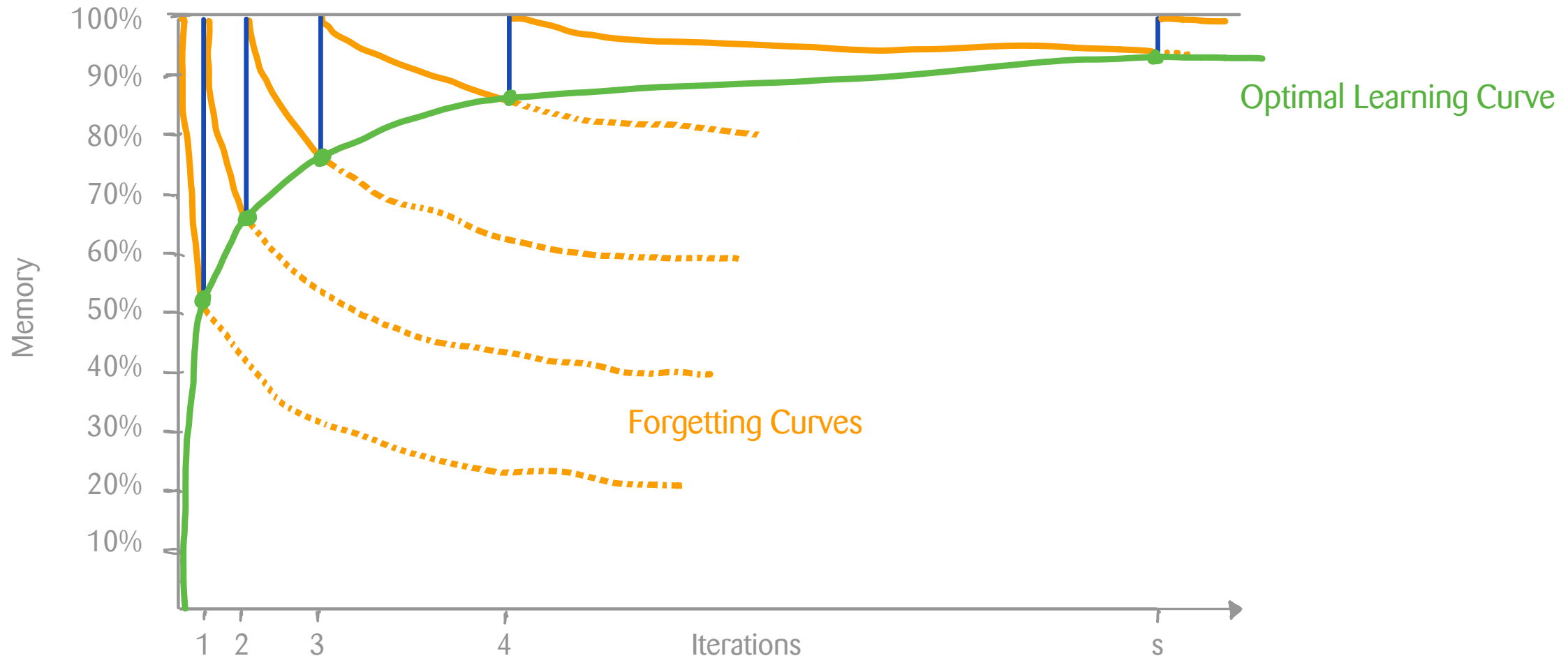
Why not make people  
your organization's  
biggest defense?

Our credo:  
The best protection is  
strong education.

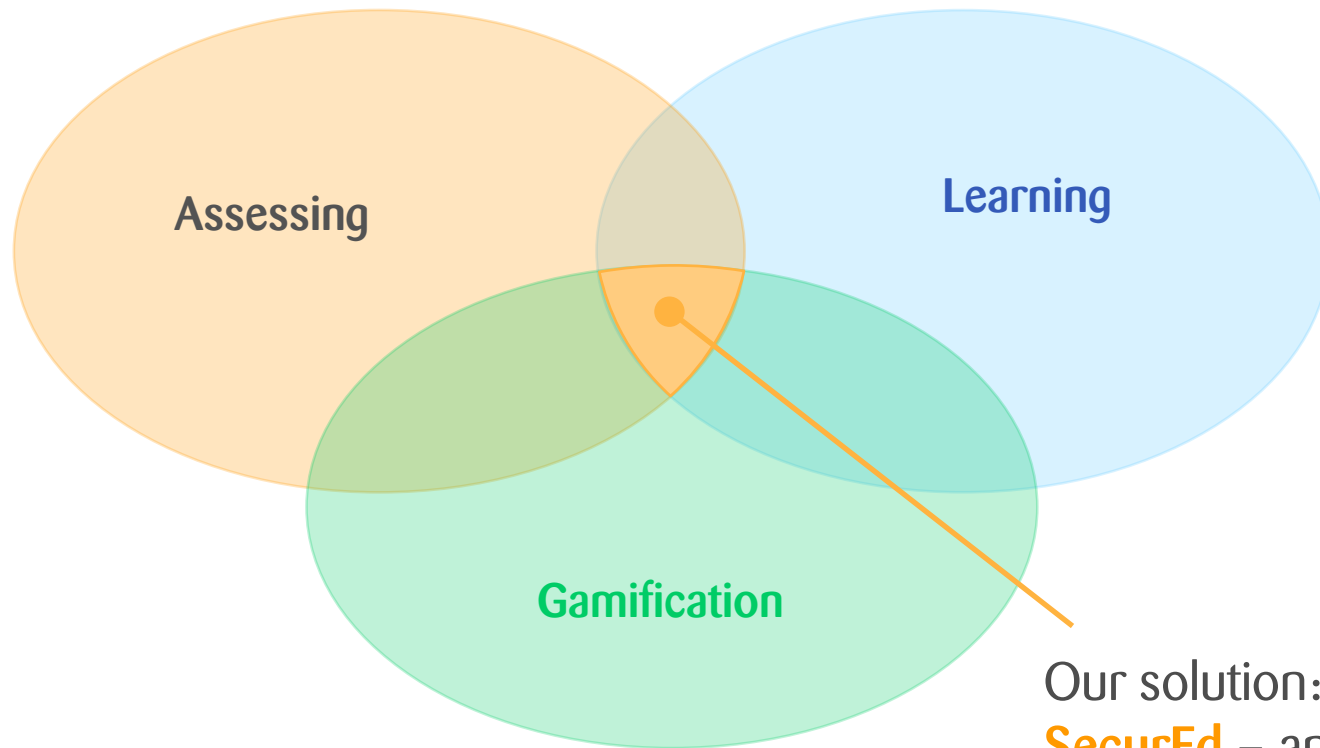
# How do people learn?

Humans tend to halve their memory of newly learned knowledge in a matter of days or weeks  
– unless they consciously review the learned material.

H. Ebbinghaus, 1885



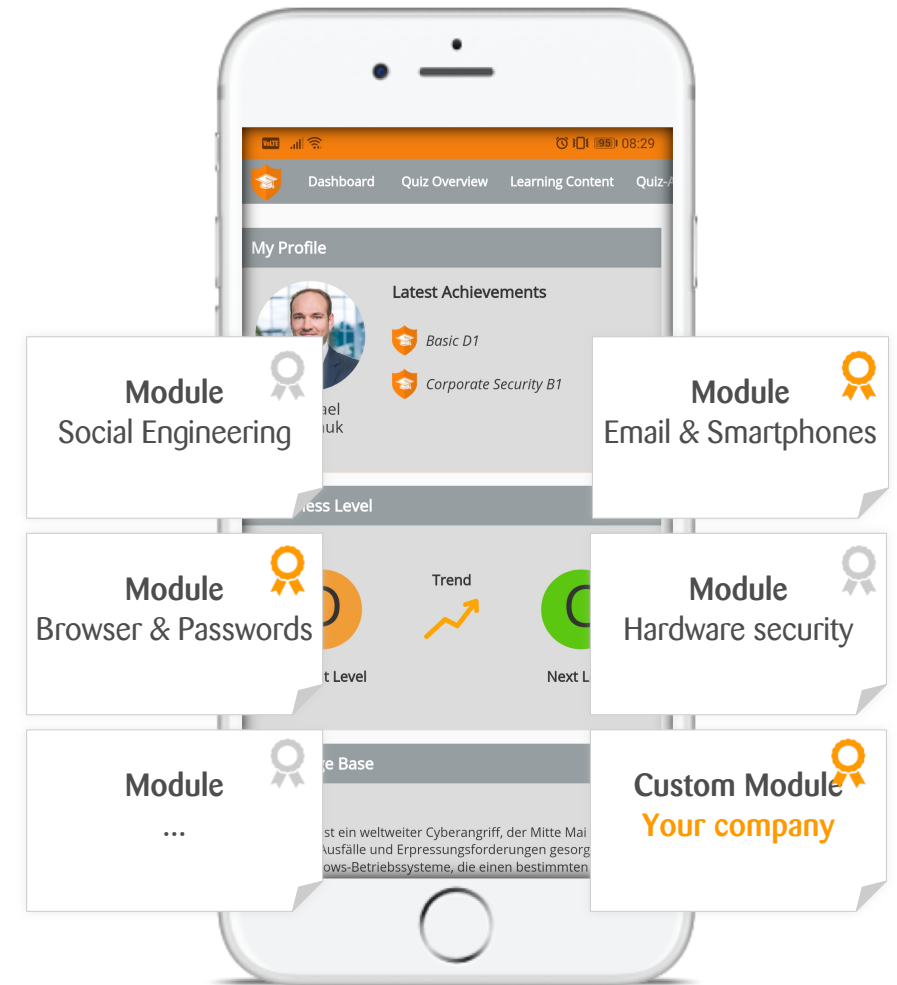
# Rethink security education with SecurEd



Our solution:  
**SecurEd** – an assessment-based education platform

# Rethink security education with SecurEd

- Access to comprehensive up-to-date security knowledge base powered by Zühlke.
- Selection of **default modules** combined with **customized modules** tailored to your needs.
- **Management reporting** about fitness levels of departments and your entire organization.



SecurEd



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Questions?

**zühlke**  
empowering ideas



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