knowbe4

KnowBe4 SAT:

Personalised, relevant and adaptive security awareness training for human risk management

KnowBe4's SAT combines the industry's most comprehensive security awareness training (SAT) with groundbreaking AI defence agents. Designed to transform your workforce from a vulnerability into your strongest security asset, SAT is the only AI-powered human risk management (HRM) product backed by 15+ years of threat intelligence and user behaviour data.

Highlights

- Personalised and engaging content
- Reduce administrative burden through AI-driven automation
- Data-driven decision-making
- Quantifiable risk reduction
- Lasting behaviour change and empowered users

Personalised

Deliver individualised training experiences through AI-driven content recommendations and behavioural profiling that adapts to each user's specific role, risk level and learning preference.

Relevant

Provide contextual security training that directly addresses current threat landscapes and actual user behaviours, eliminating generic content in favour of targeted learning that matches real-world security challenges your employees face.

Adaptive

Continuously evolve your security programme through intelligent automation that learns from user interactions, adjusts training based on emerging threats and drives measurable behaviour change with insights powered by 15+ years of threat intelligence.

Why choose KnowBe4 SAT?

Automated programme management

Eliminate the time-consuming manual work of building campaigns, assigning training and follow-ups. KnowBe4 SAT handles the execution for you so your team can focus on high-value work and strategic initiatives instead of day-to-day programme management.

Continuous risk reduction

Move from periodic campaigns to an always-on system that continuously adapts to user behaviour. Instead of reacting after risk appears, you're proactively reducing it every day across your organisation.

Training that changes behaviour

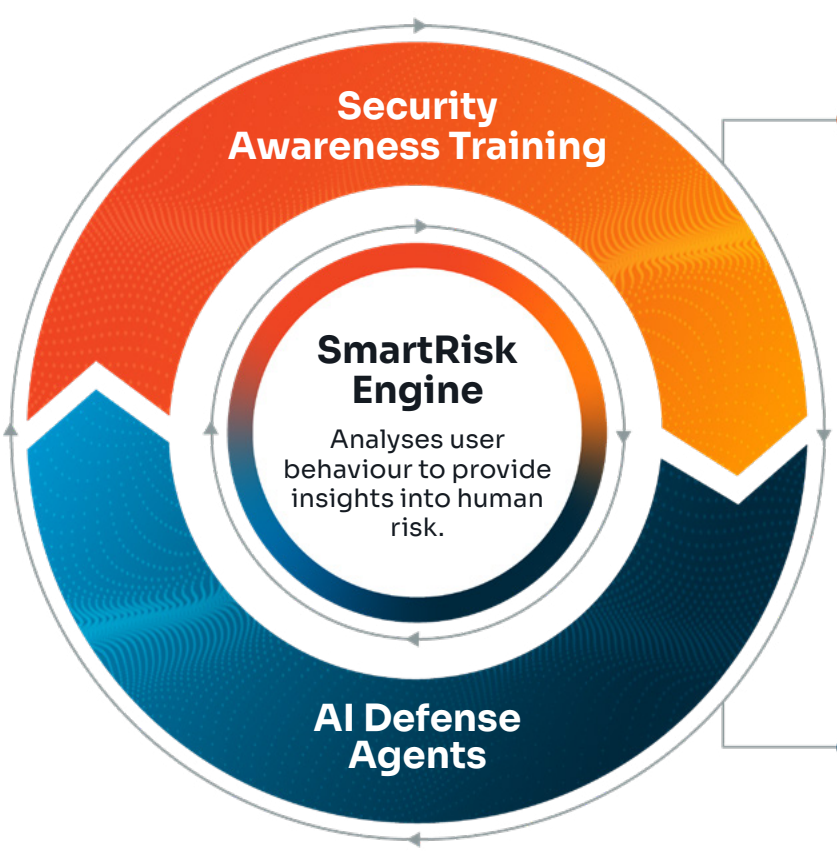
Deliver security awareness training based on real user behaviour, risk levels and mistakes, not generic assignments that get ignored. This makes training more relevant and helps to drive lasting behaviour change.

Real-time risk visibility

Gain a continuously updated view of human risk across users, groups and your entire organisation. Clear reporting and dashboards deliver actionable insights that help you to make faster, more confident security decisions.

How does KnowBe4 SAT work?

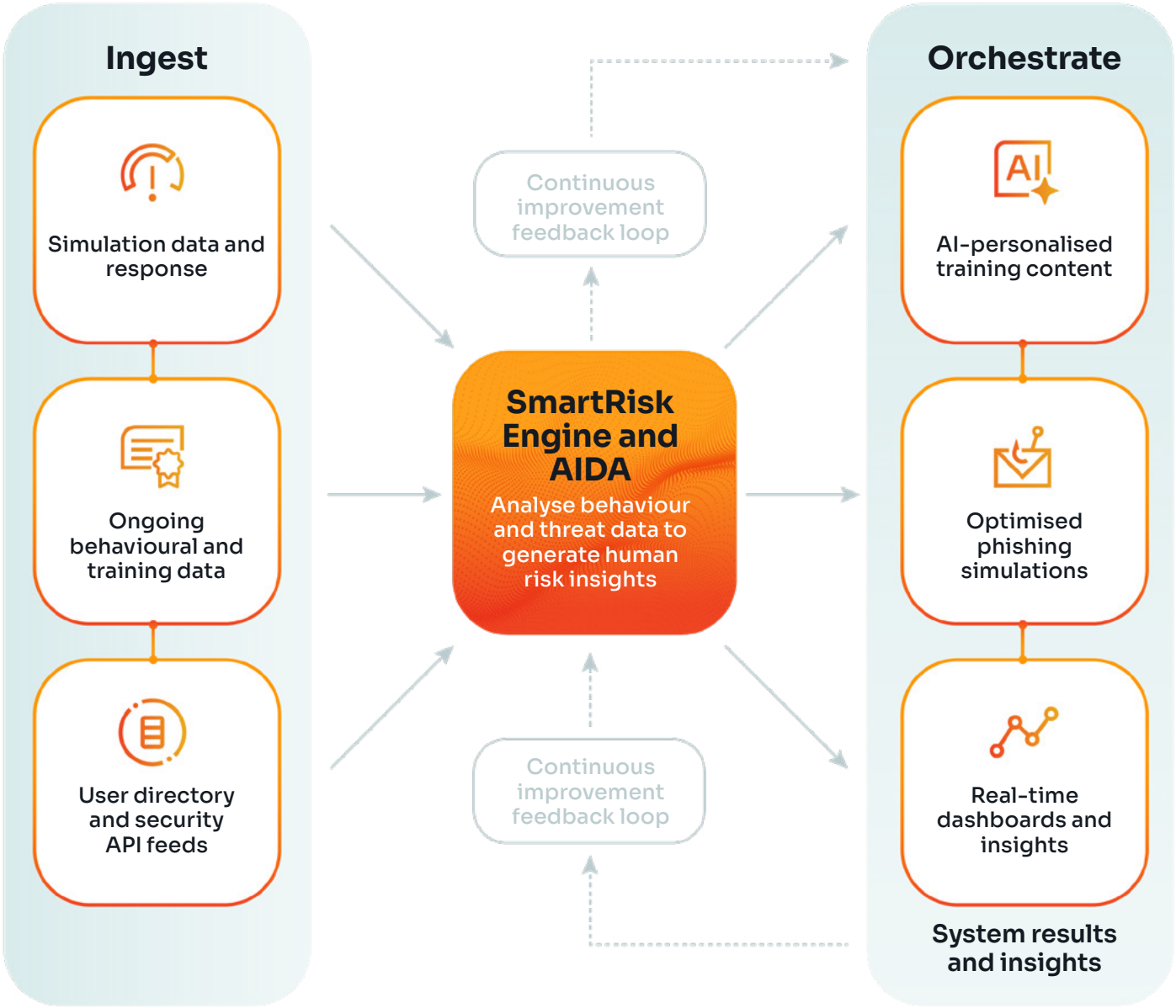
KnowBe4's SmartRisk Engine analyses user behaviour to provide insights into risk while our AI Defense Agents (AIDA) automate your programme, personalise content and create realistic phishing templates. All this creates a continuous improvement cycle that drives lasting behaviour change and reduces Phish-prone™ Percentage (PPP), or the percentage of employees likely to click on a phishing link, from an industry average of 33.1% to 4.1% within one year.



Featuring the world's largest library with 35+ languages, interactive content, risk-based assessments and smart user segmentation for targeted delivery.

Use advanced AI for automated risk analysis, personalised training, realistic phishing templates and compliance alignment.

SmartRisk Engine and AIDA



Use cases

Reduce repeat incidents

When a user clicks on or engages with a phishing simulation, AIDA delivers targeted training that turns mistakes into learning opportunities that help users to avoid repeats.

Scale your programme

AIDA automates phishing, training and follow-ups across your entire organisation, enabling you to easily run and scale sophisticated training programmes.

Identify high-risk users

KnowBe4's Risk Score highlights your highest-risk users while providing a clear view of your overall risk posture, helping you to prioritise action where it will have the most impact.

Align training to evolving threats

AIDA continuously adapts simulations and training based on new threats and user behaviour, meaning your training stays relevant without constant manual updates.

AI Defense Agents

Revolutionise human risk management through KnowBe4's suite of advanced AI agents that manage and monitor your security awareness training.

Orchestration agent

Fully automates programme administration with an 'always-on', goal-driven approach. This agent continuously assesses risk to automatically create and schedule individualised phishing tests and training campaigns, eliminating campaign-based management in favour of continuous, personalised security awareness at scale.

Remedial training agent

Assigns targeted training to users when they fail a simulated phishing test.

Ongoing training agent

Automatically assigns personalised training to users to address specific knowledge gaps and reduce organisational risk.

Phishing agent

Autonomously creates, customises and delivers simulated phishing attacks tailored to each user's role, risk profile and past interactions.

Template generation agent

Leverages generative AI to create highly realistic email templates that mirror current attack vectors and use social engineering indicators based on the NIST Phish Scale framework.

Callback template generation agent

Generates templates specifically for callback phishing attack vectors that combine phishing and vishing techniques.

Policy quiz agent

Ensures organisation security and compliance alignment by generating intelligent quizzes based on your specific policies.

Knowledge refresher agent

Delivers timely, bite-sized refreshers at optimal intervals to combat the forgetting curve.

Recommended landing pages agent

Automatically suggests contextually appropriate landing pages for phishing templates to reinforce learning.

Deepfake training content agent

Generates custom deepfake training content featuring a leader from your own organisation.

Custom SAPA agent

Creates custom Security Awareness Proficiency Assessments tailored to your organisation's unique environment.

Learn more about **SAT**

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