

Security Awareness Summit & Training

Summit: Dec 3–4
Training: Dec 1–2
Live Online



sans.org/SecAwareSummit

SANS

Security Awareness Summit & Training



Pooja Srivastava

*Senior Manager,
People Centric Security at Genpact*

I firmly believe that **if we change our own approach** about what we have available to us, we can **unlock our ability** to truly excel in security.

It's all a perspective game!!

Security Awareness Summit & Training

Empower Employees: Nudging by Numbers

Security Awareness

Summit & Training

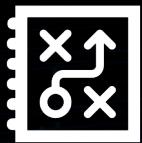
A hooded figure wearing a dark hoodie is sitting at a desk, typing on a laptop keyboard. The background is a dark, futuristic setting with floating binary code (0s and 1s) and various financial numbers (e.g., 300.146, 104.434, 457.533, 594.277, etc.) in a light blue color.

Why most compliance messages
fail where security awareness
programs lack!

How We learn today



Tiny Habits



Gamification



Social Proof

Our Program



We seemed to be on the right track

Training completion rate



Our internal phishing click rates were



External Survey:
Among the top 2 for 3 consecutive years



But, were we?

Training completion rate



Our internal phishing click rates were



External Survey:
Among the top 2 for 3 consecutive years



Security
Violations

What if

- Security was **easy to understand** and part of users day to day job?
- Users are made aware of only what they **need to know?**
- The **security behaviors** could be measured?
- Security was **engaging and fun?**





Introducing MyCyberScore



MyCyberScore

Sample score mail

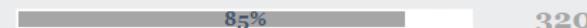


Know Your **CYBER SCORE!**

Hey User , your October Score is 270

Your Cyber Score has decreased from 320 to 270. Please take the steps mentioned in the email to improve your score.

Last Month's Cyber Score:



This Month's Cyber Score:



Follow the below recommended actions to increase your score

We noticed that you accessed PII couple of minutes back... BUT are you doing enough to safeguard it?

Your Action: Take the 'Privacy Essentials' training on iLearn and boost your score by 20 points.



Phishing: We noticed that you passed the phishing assessment by not clicking the malicious link but you missed reporting it.

Your Action: Report all suspicious emails to spam@genpact.com



MyCyberScore



Incident: You haven't been involved in any security incidents. Way to go!

Your Action: No Actions Required

Most of the time, malware infections are the result of our negligence, not machine. Your machine is missing. Malware signatures, DLP

PC Score: Raise a HelpMate ticket NOW using 'My Cyber Score' category and get the defects fixed on your machine. This will boost your score by 60 Points.



Training: Your security trainings are complete.

Your Action: No Actions Required



Privileged Access (Local admin)

You do not have Local Administrator access on your PC. This helps in reducing security risks in Genpact!

Your Action: No Action Required

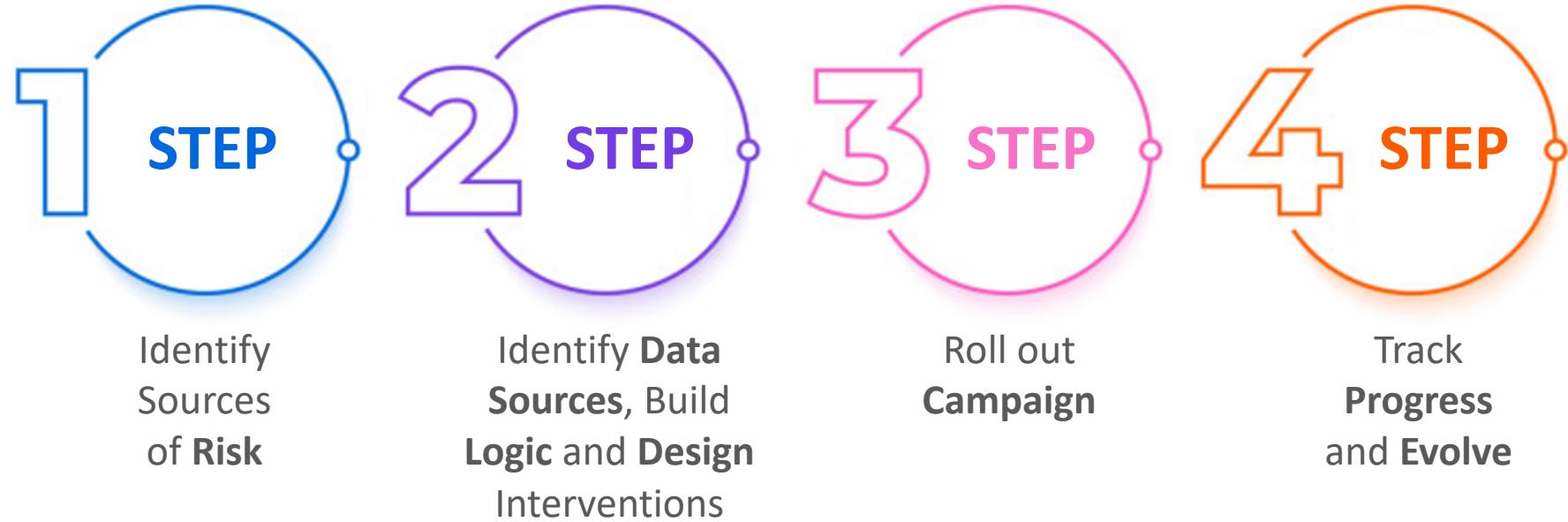


Targeted Malicious Email

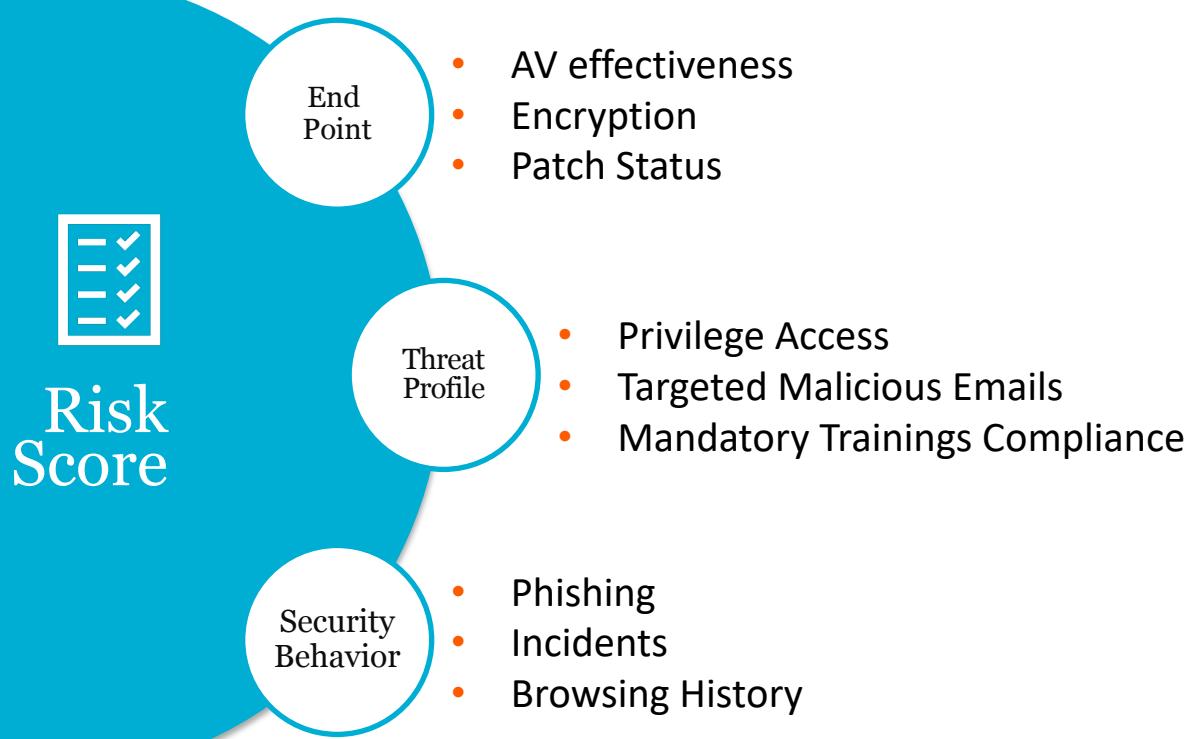
We have not detected any targeted attacks (emails) heading towards you. You are protected for now!

Your Action:

How did we go about it?



Parameters Considered



Case study

genpact
Transformation Happens Here

Know Your CYBER SCORE!

Hey User , your **September Score is 310**

Your Cyber Score has decreased from 320 to 310. Please take the steps mentioned in the email to improve your score.

Last Month's Cyber Score: 320

This Month's Cyber Score: 310

Follow the below recommended actions to increase your score

PC Score: Most of the time, malware infections are the result of our negligence, not machine. Your machine is missing, Vulnerability Scan

Your Action: Please get in touch with VIP Support to get the defects fixed and boost your score by 20 Points.

genpact
Transformation Happens Here

Know Your CYBER SCORE!

Hey User , your **October Score is 360**

Your Cyber Score has increased from 310 to 360. Keep up the good work!

Last Month's Cyber Score: 310

This Month's Cyber Score: 360

Follow the below recommended actions to increase your score

PC Score: Congratulations your device is secure!!

Your Action: No Actions Required.

Case study

genpact
Transformation Happens Here

Know Your CYBER SCORE!

Hey User , your **September Score is 310**

Your Cyber Score has decreased from 320 to 310. Please take the steps mentioned in the email to improve your score.

Last Month's Cyber Score: 320

This Month's Cyber Score: 310

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Transformation Happens Here

Know Your CYBER SCORE!

Hey User , your **October Score is 360**

Your Cyber Score has increased from 310 to 360. Keep up the good work!

Last Month's Cyber Score: 310

This Month's Cyber Score: 360

Follow the below recommended actions to increase your score

We noticed that you accessed PII couple of minutes back... BUT are you doing enough to safeguard it?

Your Action: Take the 'Privacy Essentials' training on iLearn and boost your score by 20 points.

Your PC and Behaviour scores are excellent.

Your Action: No Actions Required

Outcome

- **Holistic user score** based on various parameters
- **Monthly delivery of CyberScore** so they can track progress over time and take action
- **Focused remediation** of defects led to lower risk
- Personalized scorecard has **increased user focus** on security



Leadership Feedback

“Its very cool”

Vidya Srinivasan
Global Risk Leader,
Genpact

***“This is Super
Awesome and
coming along
really well”***

Ramachandra Hegde
Chief Information Security
Officer, Genpact

***“Guys, Fantastic
progress and am
so very keen to
see this go places.
Kudos to all of you
behind this!!!!”***

Sriram Lakshman
Global Security Assurance
Leader, Genpact

Next Steps for us:

- Increase scope
- Add more nudges
- Build more accountability
- Get more leaders onboard

What you should do next week?

Identify if your users feel burdened with security training

Identify the top risks in your organization

Analyze the top security incidents and understand the reason for occurrence



6 months plan

- Identify existing data sets
 - Work with IT team
 - End Point tells a lot
- Which behaviors are the most important
- Work on a logic to score users
- Get stakeholders onboard for a pilot
 - Start where the risk is the highest
 - Get Privacy team onboard
- Roll out the pilot to a limited group
 - Align it to your company's culture



Thank You