


Successful Implementation of a Cybersecurity Awareness Program by PhishRod



A prominent organization in UAE's transport sector recognized the increasing threat of cyberattacks like phishing and the importance of fortifying its cybersecurity measures. In response to this, this organization awarded a 3-year contract to PhishRod for its "Awareness Academy Platform."

How PhishRod Approached the Challenges?

PhishRod played a pivotal role in developing a comprehensive Cybersecurity Awareness Program for the organization, encompassing multiple phases to ensure a holistic and effective program.

Phase 1: Gap Analysis Against International Standard:

The initiative began with a meticulous gap analysis conducted by PhishRod against international cybersecurity standards. This initial assessment provided a clear understanding of the organization's existing cybersecurity posture and identified areas for improvement.

Phase 2: Cyber Security Awareness Assessment:

PhishRod then executed a Cyber Security Awareness Assessment to evaluate the organization's current awareness levels among its workforce. This phase aimed to

gauge the strengths and weaknesses in this organization's cybersecurity awareness landscape.

Phase 3: Cyber Security Awareness Framework Development:

Based on the insights gained from the assessments, PhishRod collaborated with the organization itself to develop a tailored Cyber Security Awareness Framework. This initiative laid the foundation for a strategic and targeted approach to enhancing cybersecurity awareness within the organization.

Phase 4: Development of Cyber Security Awareness Program:

The implementation phase involved the development and execution of a robust Cyber Security Awareness Program. PhishRod, in partnership with the organization, crafted a program that addressed specific needs identified in earlier phases, ensuring relevance and effectiveness.

Customized Content Creation:

PhishRod went above and beyond by creating 52 customized awareness videos tailored to cater to four distinct levels of users within the organization. These videos were designed to engage and educate employees at various

hierarchical levels, promoting a comprehensive understanding of cybersecurity best practices.

Phishing Campaigns for Assessment:

To further evaluate the effectiveness of the awareness program, PhishRod executed 20 Customized Phishing Campaigns. These campaigns were strategically designed to target different user groups within the organization, allowing for a dynamic assessment of the organization's resilience to phishing threats.

Quantifiable Impact and Continuous Improvement:

PhishRod's approach yielded quantifiable results, enabling the organization to measure the impact of the awareness program. The iterative nature of the program allowed for continuous improvement, with insights from assessments and campaigns informing ongoing enhancements to cybersecurity awareness within the organization.

Outcome:

Through a collaborative effort, PhishRod successfully implemented a comprehensive Cyber Security Awareness Program. The tailored framework, customized content, and targeted campaigns demonstrated the commitment to strengthening the organization's cybersecurity posture. The partnership not only fortified the organization against cyber threats but also fostered a culture of awareness and vigilance among the organization's workforce.

By addressing specific organizational needs and utilizing customized content and personalized simulation campaigns, the partnership successfully elevated one of UAE's most important public organizations' cybersecurity resilience and awareness.