



Kaspersky
Automated Security
Awareness Platform



Upskill today, secure tomorrow: make employees your greatest asset

Boost your human defense and drive down
cyber risk affordably.



Whose responsibility is security?

Cybersecurity was once alien to the general workforce – something handled by antivirus and forgotten altogether. But the world has changed. Hackers are no longer a distant threat but an immediate one that's dangerous, organized and persistent in their search for the most vulnerable element in your cybersecurity system. Your employees shouldn't just acknowledge this, they must actively resist.

It takes just one mistake to compromise a business, and human error accounts for nearly [two-thirds of cyber incidents](#). Improving your security hygiene will therefore **alleviate pressure on your IT team and cut the risk of a data breach**.



Why standard training is ineffective

While everyone in your business needs cybersecurity awareness, standard methods like basic presentations or signing company policies papers aren't effective. These approaches fall short because:

- They're one-time events, easily forgotten
- Learning isn't practical so doesn't stick
- There is a focus on "do not" rather than "how to"
- Courses are quickly outdated, and what's learned is a relic
- It's one size fits all

Be a good boss. Don't inflict this on your staff.

The global average cost of a data breach was [\\$4.45 million](#) in 2023

What Kaspersky Automated Security Awareness Platform (ASAP) does differently

We've called on almost 30 years' experience to create our automated security awareness platform, Kaspersky ASAP, which helps employees understand the cruciality of their role in protecting the business and provides essential skills to behave safely. We achieve this through:



Make employees your greatest asset

Security is no longer handled by a select few; it is the responsibility of everyone in an organization. That's why our platform caters to all and enables you to upskill various training groups simultaneously, driving down your risk of a cyber incident. No matter your business size or budget, you can affordably cut your cyber risk with Kaspersky ASAP.

[Learn more](#)



Gamification

We use elements of gamification to make learning engaging. Our platform is equipped with well-structured balanced multi-modal content, real-life examples, phishing simulations that are relevant to employees' everyday lives. Interactive personal progress tracker motivates and challenges employees to keep going, acquire more skills and improve their security awareness level.



Flexibility

The scope of our training is completely flexible while retaining the advantages of sequential automated learning. For each training group you can choose the material they must learn and the desired target level. Learning paths are then built automatically for your staff to tackle on demand.



Automation

Training elements follow each other and bring participants to the required skill level without need for intervention, minimizing the management effort required. Invitations and notifications are sent automatically.



Ease of use

Everything you need to control and manage training – statistics, summaries of users' activities and progress, etc. – is actioned from one dashboard.