

# **“The Inside Man” by KnowBe4 Sets the Standard for Security Awareness Videos**

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12-episode immersive, network-quality video series now available exclusively to KnowBe4 customers

York, UK (March 19, 2019) – KnowBe4 (<https://www.knowbe4.com>), the provider of the world’s largest security awareness training and simulated phishing platform, today announced it has launched an innovative new security awareness video series for its diamond-level customers called “The Inside Man.” KnowBe4 is the first and only security company to approach awareness training with immersive, entertaining videos that combine how users want to consume information with the training they need to protect their enterprise.

The Inside Man is a custom, 12-episode network-quality video series created by Twist & Shout. The series is about an IT security analyst starting a new job where no one suspects he’s already inside their most secure systems or that sinister forces are pulling his strings. The exclusive KnowBe4 series delivers an entertaining, movie-like experience with a compelling story that will engage users and create fans. From social engineering to passwords, to social media and travel, The Inside Man reveals how easy it can be for an outsider to penetrate an organisation’s security controls and network. And, more importantly, it wrestles with the human cost of cybercrime. This new content is available to all diamond-level KnowBe4 subscribers. Watch The Inside Man series trailer here (<https://www.knowbe4.com/inside-man>).

“I’m very excited to bring this unique video series exclusively to our customers,” said Stu Sjouwerman, CEO, KnowBe4. “The Inside Man will help level-up customers’ security awareness training programs. The series offers a compelling story, an incredible cast and very high production values; all to create the coolest series ever streamed. We’ll continue bringing our customers always fresh content to help create their optimum security culture.”

“This entertaining new series is the first of its kind to be introduced by a security awareness training organisation. The Inside Man sets a new standard for production quality, storytelling, emotional range, and embedded learning,” said Perry Carpenter, chief evangelist and strategy officer, KnowBe4. “Recognising and stopping malicious behaviour by a trusted party can be difficult, and the human cost is high. That’s what makes this series so intriguing. This type of threat – the insider threat – can often be overlooked, so it’s important to highlight this issue to help benefit the security posture of our customers’ organisations.”

To become a diamond-level KnowBe4 customer, contact [sales@knowbe4.com](mailto:sales@knowbe4.com).

## About KnowBe4

KnowBe4, the world's most popular integrated security awareness training and simulated phishing platform, is used by more than 24,000 organisations around the globe. Founded by IT and data security specialist Stu Sjouwerman, KnowBe4 helps organisations address the human element of security by raising awareness about ransomware, CEO fraud and other social engineering tactics through a new-school approach to awareness training on security. Kevin Mitnick, an internationally recognised cybersecurity specialist and KnowBe4's Chief Hacking Officer, helped design the KnowBe4 training based on his well-documented social

engineering tactics. Tens of thousands of organisations rely on KnowBe4 to mobilise their end users as the last line of defence.

Number 96 on the list Inc. 500 of 2018, number 34 on 2018's Deloitte's Technology Fast 500, and 2nd place in Cybersecurity Ventures Cybersecurity 500, KnowBe4 is headquartered in Tampa Bay, Florida, with offices in England, the Netherlands, Germany, South Africa and Singapore.

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