

# ECHEZ GROUP ETHICAL PHISHING SUCCESS STORY



Echez Group is a company that empowers companies to thrive in a digital world.

Within its internal processes, it has developed many internal ethical phishing campaigns to improve the organization's cybersecurity, not only from external threats but also to monitor internal risks.

## TESTIMONIAL → *Echez Group*

“ As the IT leader at Echez Group, we are constantly working to strengthen internal cybersecurity and protect our assets from potential threats. To achieve this, we periodically implement a series of internal ethical phishing campaigns that allow us to assess the security awareness of our employees and detect potential weaknesses in our security.

Thanks to these campaigns, we have implemented corrective measures and improved our security policies.

In addition, we generated company-wide awareness activities on the importance of information security, which allowed us to have a more solid security culture in all areas, thus reducing the risks of possible real attacks.

The results have been very satisfactory, as most of our employees demonstrated responsible behavior, reflecting the positive impact of our initiatives.

Thanks to ethical phishing campaigns and cybersecurity awareness activities, we strengthened our company's information security and provided a more secure environment against internal and external threats.

*Nelson Giraldo IT Leader at Echez Group*

## PROJECT CHALLENGES



Identify weaknesses in the organization's security.



Improve security policies and practices.

Assess employee security awareness to recognize and report phishing attempts.



Prevent actual attacks to protect sensitive information and organizational assets.



## SOLUTIONS

To identify and correct weaknesses in the security awareness of its employees and, in turn, improve the effectiveness of the protection measures implemented by Echez Group's IT team:



Developed ethical phishing campaigns to identify employee security awareness, address potential vulnerabilities, and improve security policies and measures.

Generated awareness activities on the importance of information security to all employees to recognize and respond appropriately to phishing attempts.

## IMPACT

Following the awareness campaigns, the impact was:

- Identifying employees who needed to improve their ability to recognize and report phishing attacks.
- The strengthening of the company's information security.
- Promotion of information security culture in all areas, reducing the risks of actual attacks.
- Activating improvements in information security policies and best practices.

## RESULTS



By addressing internal cyber threats through realistic and ethical testing, the company was able to identify and correct weaknesses in its employees' security awareness.



While some areas for improvement in security awareness were identified, most employees demonstrated responsible behavior by not opening or interacting with phishing emails. 0.4% were compromised users.



Those who fell for the trap received additional cybersecurity training. 2.38% of users received reinforcement in cybersecurity education.



The campaign not only succeeded in strengthening Echez Group's internal defenses but also promoted a culture of cybersecurity among its employees.

We implemented 11 actions to improve cybersecurity policies.



Internal cybersecurity courses were periodically promoted in the education area.