

KnowBe4



Differentiated Positioning & Value Strategy

SecurityCoach

KnowBe4 | Goals

Overall Goals of the Value Strategy Process



Product Marketing Best Practice

- Take a **position**
 - Based on a differentiated value against a competitor



Align Executive Team

- On value strategy
 - To drive increased opportunities, conversion rates, ARR



Execute

- On value strategy
 - Across all functions

Buyer, Value, Competitor

Segment: Enterprise/Strategic, North America
Buyer: Security/IT Admin

Buyer KPIs (what they value)

1. **Reduce human risk**
2. **Increase** security admin **productivity**
3. Meet compliance requirements
4. Improve security awareness/security culture



Value We Offer to Buyers

- Reduce time spent creating & delivering security awareness training content and campaigns
- Reduce human risk due across an array of attack vectors
- Reduce potential compliance fines/cyber insurance rates
- Reduce time spent tracking and reporting on security awareness
- Increase learner engagement and retention



Top Competitors

- Culture.AI
- Living Security
- Elevate Security
- CybSafe
- Hoxhunt



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Benefit Capability





















Value Category	Risk and Sub Benefits	Capabilities
Human Risk Reduction	<p>Risk: a cyberattack because end user is not trained in an array of attack vectors</p> <p>Benefit: Prevent successful cyber attacks by training users across an array of vectors</p>	<ul style="list-style-type: none"> • API integration with 21 different security vendors • 324 different (or 20 similarly grouped) built-in detections out of the box • Robust catalog of content; 1000s of pieces of content, 344 specific SecurityTips based on an array of security events; Localized in 35+ languages • Campaign recommendations • Real-time coaching • Rule-based automations via RTC Campaigns and KSAT Smart Groups, remedial training Unlimited data ingest
	<p>Risk: a cyberattack due to end users forgetting training</p> <p>Benefit: Improve users' security training retention</p>	<ul style="list-style-type: none"> • Real-time coaching the moment the risky action is taken • 344 specific SecurityTips based on an array of security events • Campaign recommendations • Coaching based on real-world behavior • Targeted training groups, divisions, depts • Bite-size learning
	<p>Risk: a cyberattack because the end user wasn't guided in real time</p> <p>Benefit: Train on risky activities in real time</p>	<ul style="list-style-type: none"> • Coaching based on real-world behavior • Real-time coaching • 344 specific SecurityTips based on an array of security events
	<p>Risk: admin/analyst misses a security signal</p> <p>Benefit: Decrease dwell time so admins/analysts can focus on the biggest risks</p>	<ul style="list-style-type: none"> • Real-time coaching • Risk Score (SCH feeds into v2) • Rule-based automations via Smart Group, remedial training (risky activity goes on timeline, which can be used to create Smart Groups and remedial training) • API integration with 28 different security vendors • 324 different (or 20 similarly grouped) built-in detections out of the box • Risk reports • Detection rules report • Detection rules tied to MITRE
	<p>Risk: failing a compliance audit and being fined</p> <p>Benefit: Maintain compliance across diverse work environments</p>	<ul style="list-style-type: none"> • Robust catalog of content; 1000s of pieces of content, 344 specific SecurityTips based an array of security events; Localized in 35+ languages • Integration with Slack, Teams, Google chat and email to send messages where users communicate most • KSAT has CMP (Huge library of compliance training, globalized and localized in 35+ languages)
	<p>Risk: a cyberattack because the executives have under invested in security awareness training HRM</p> <p>Benefit: Executives better informed of organizational risk (look into quantifiability)</p>	<ul style="list-style-type: none"> • Risk Score (SCH feeds into v2) • Risk Report • Real-time coaching report • Detection rules report • Vendor events report • Risk overview for Vendor Type (EDR, Email, Web)

Value Category	Sub Benefits	Capabilities
Productivity Increase	Admin spends less time creating and managing content and campaigns <ul style="list-style-type: none"> Quickly respond to risky event and deliver education in real time Ability to focus on riskiest users and events Shape your program based on environmental risk/signals 	<ul style="list-style-type: none"> Rule-based automations via smart groups Integration with Slack, Teams, Google chat, Email Built-in, out-of-the-box detection rules for integrations Campaign recommendations Test mode User feedback SecurityTips Easy user mapping CSM onboarding support API integrations with security vendors/integration guides
	End users spend less time training <ul style="list-style-type: none"> Reduce constant, long and/or unnecessary training for non-risky/compliant users Less time training on things that aren't relevant to the end user 	<ul style="list-style-type: none"> Robust catalog of relevant localized content Real-time training Built-in detection rules for integrations Campaign recommendations User feedback SecurityTips
	Reduce admin time to identify and report on risk <ul style="list-style-type: none"> Ability to track and measure behavioral change Less time building reports for key stakeholders Aggregating detections from tech stack 	<ul style="list-style-type: none"> Detection Rules Report API integration with 28 different security products Events added to user timeline Phish-prone percentage Risk Score SCH Risk Reports RTC Activity and user Reports Threat distribution Vendor Events report Ready-made connectors/out of the box connectors (built-in connection rules) Detection Rules tied to MITRE
	Reduce admin/analyst time spent investigating alerts <ul style="list-style-type: none"> Ability to focus on riskiest users and event 	<ul style="list-style-type: none"> API integration with 28 different security products 324 different (or 20 similarly grouped) built-in detections out of the box Reporting on detections Risk Score and Risk Reports Rule-based automations

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Benefit Differentiation

Benefits	<u>Capabilities</u>	KnowBe4	Living Security	CybSafe	Elevate (Mimecast)	Culture.AI
<p>Risk: a cyberattack because end user is not trained in an array of attack vectors</p> <p>Benefit: Prevent successful cyber attacks by training users across an array of vectors</p>	<ul style="list-style-type: none"> • API integration with 21 different security vendors • 324 different (or 20 similarly grouped) built-in detections out of the box • Robust catalog of content; 1000s of pieces of content, 344 specific SecurityTips based on an array of security events; Localized in 35+ languages • Campaign recommendations • Real-time coaching • Rule-based automations via RTC Campaigns and KSAT Smart Groups, remedial training 					
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Benefits	<u>Capabilities</u>	KnowBe4	Living Security	CybSafe	Elevate (Mimecast)	Culture.AI
Admin spends less time creating and managing content and campaigns	<ul style="list-style-type: none"> • Rule-based automations via smart groups • Integration with Slack, Teams, Google chat, Email • Built-in, out-of-the-box detection rules for integrations • Campaign recommendations • Test mode • User feedback • SecurityTips • Easy user mapping • CSM onboarding support • API integrations with security vendors/integration guides 					
End users spend less time training	<ul style="list-style-type: none"> • Robust catalog of relevant localized content • Real-time training • Built-in detection rules for integrations • Campaign recommendations • Threshold • User feedback • SecurityTips 					
Reduce admin time to identify and report on risk	<ul style="list-style-type: none"> • Detection Rules Report • API integration with 28 different security products • Events added to user timeline • Phish-prone percentage • Risk Score • SCH Risk Reports • RTC Activity and user Reports • Threat distribution • Vendor Events report • 324 Ready-made connectors/out of the box connectors (built-in connection rules) • Detection Rules tied to MITRE 					
Reduce admin/analyst time spent investigating alerts	<ul style="list-style-type: none"> • API integration with 28 different security products • 324 different (or 20 similarly grouped) built-in detections out of the box • Reporting on detections • Risk Score and Risk Reports • Rule-based automations 					

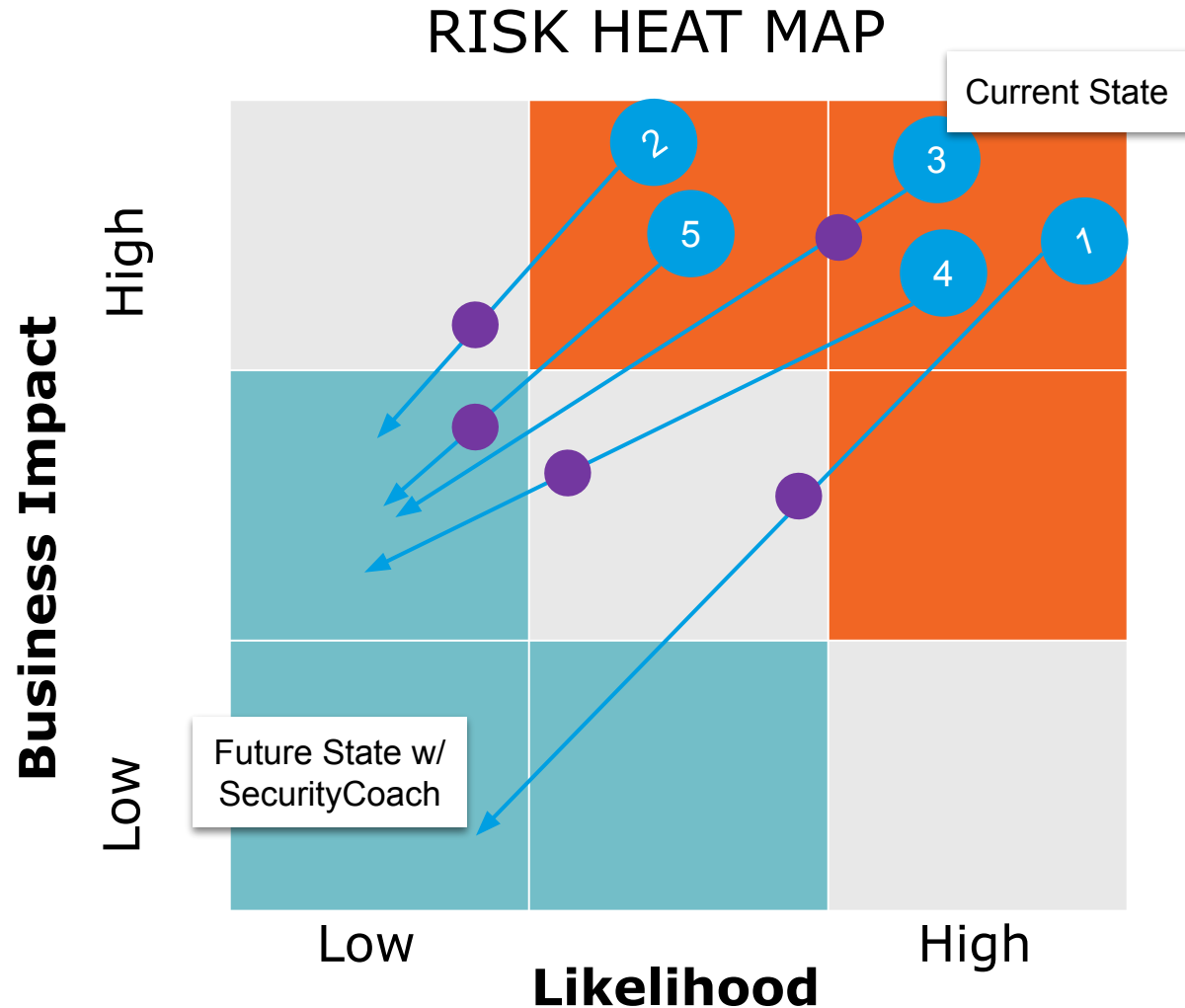
KnowBe4 | Value Impact Model

Value Impact Model - Human Risk Reduction

IT/Security Admin values the reduction of the likelihood and/or negative impact of a potential risk

Assumptions:

- Enterprise organization without any form of risk-triggered or risk-based cybersec awareness



Priority Risks that We Reduce More than **Competitor***:

1. Cyberattack because end user is not trained in an array of attack vectors
1. Cyberattack due to end users forgetting training
1. Failing a compliance audit and being fined
1. Decrease alerts so admins/analysts can focus on the biggest risks
1. Cyberattack because the end user wasn't guided in real time

*based on closest competitor in Harvey Ball chart, Culture.AI

Value Impact Model - Productivity

IT/Security Admin Values an Increase in Productivity

Competitors Comparison										
Productivity Gain Category	KnowBe4		Living Security		CybSafe		Elevate		Culture.AI	
Admin spends less time managing campaigns and setting up software	100%	384	75%	288	25%	72	50%	36	50%	18
End users spend less time training	100%	20000	50%	10000	50%	5000	50%	2500	25%	625
Reduce admin time to identify and report on risk	100%	384	25%	96	75%	72	25%	18	75%	13.5
Reduce SOC team time spent investigating alerts	100%	532	25%	133	75%	99.75	100%	99.75	100%	99.75
Total	100%	21,924		10517		5243.75		2653.75		756.25
Overall, KB4 saves Enterprise organizations with 10,000 employees 22,000 hours annually, 5x more than average competitor										

[Value Impact Model](#)

Take a Position

Security Admin in Enterprise Values Reducing Human Risk & Increasing Productivity

At an Enterprise organization with 10,000+ employees, KnowBe4 can reduce risk across a vast array of attacks 2x more than the closest competitor and save 22,000 hours annually (5x more than average competitor)

Reduce Human Risk

- Prevent human risk across an array of vectors
- Decrease alert noise so admins/analysts can focus on the biggest risks
- Maintain compliance across diverse work environments

2x



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Capabilities

- 324 different built-in detections
- 1000s of pieces of content, 344 specific SecurityTips based on an array of security events
- Automated campaign recommendations
- Real-time coaching
- Rule-based automations and workflows

Increase Productivity

- Admin spends less time managing campaigns and setting up software
- End users spend less time training
- Reduce SOC team time spent on alert noise

5x

Outcome Type	Outcome
Implementation	<ul style="list-style-type: none">• Executive team aligned on Value Strategy process• Steering committee aligned on Enterprise/Strategic Admin positioning• Position hypothesis affirmed by A Grade prospects and customers• Demand generation aligned on messaging plan
Adoption	<ul style="list-style-type: none">• PMM rollout across sales materials• PMM messaging created for demand gen campaigns and communications• Sales enablement incorporates value strategy into training process• CSM determines a way to measure value realization• Product and PMM prioritize product launch roadmap items
Target Segment Effectiveness	<ul style="list-style-type: none">• Increase demo registrations by 20% in H1 2025• Increase win rates by 10% by end of Q3 2025• Reduce churn rate by 10% by end of Q3 2025• Begin tracking value keywords in Chorus

Marketing	Sales	Customer	Product
<ul style="list-style-type: none"> Engage third-party competitive research for deep dive into top competitors Develop new messaging document Work with demand gen to refresh email and demo copy Refresh product pages and improve UX 	<ul style="list-style-type: none"> Add value strategy to Sales Enablement training plan Update product and global sales deck to reflect value strategy Develop discovery questions that lead buyer back to differentiated benefits Identify A Grade prospects to validate position 	<ul style="list-style-type: none"> Work with CSM and Customer Marketing to identify case studies that highlight differentiated benefits Win/Loss program updated to include questions around differentiated benefits Identify A Grade customers to validate position Develop a way to measure value realization 	<ul style="list-style-type: none"> Work with Product and R&D on cross-functional competitive program to support value strategy process Prioritize product launch roadmap
Reporting and Governance			
<ul style="list-style-type: none"> Implement quarterly Value Strategy SteerCo check-in Develop Chorus value keyword tracking plan Create Looker Dashboard to track value strategy metrics Request PM from PMO? 			