



TECHSUMMIT19

BARRACUDA TECHNICAL SUMMIT

Unleashing the full potential of PL

How to train and test your users



- Creating and managing Address Book
- Creating Campaigns
- Analyzing Results
- Training Users



- File upload



Address Book

.xls, .csv



- LDAP integration



LDAP



- SFTP





- 25 predefined attributes
- 40 custom attributes



User

- Email address
- Name, surname
- Geological attributes
- Company attributes
- CUSTOM attributes





- Required attributes
- Time zone
- Match attributes of file to PhishLine
- Create custom attributes



How to Build an Address Book File



	A	B	C	D	E	F	G	H	I
1	Email Address	First Name	Last Name	Full Name	Organization Area	Organization Level	Country	Region	Site/Location
2	afranklin@bigfishinc.org	Aretha	Franklin	Aretha Franklin	Human Resources	Director	United States	Eastern US	US Headquarters
3	cberry@bigfishinc.org	Chuck	Berry	Chuck Berry	Logistics	Mid Level Management	United States	Central US	Dallas Regional Office
4	dbowie@bigfishinc.org	David	Bowie	David Bowie	Sales	Entry Level	UK	Europe	London Headquarters
5	lkilmister@bigfishinc.org	Lemmy	Kilmister	Lemmy Kilmister	Marketing	Senior Associate	UK	Europe	London Headquarters
6	mmurphy@bigfishinc.org	Matt	Murphy	Matt Murphy	Administration	Senior Associate	Austria	Europe	Vienna Headquarters
	Email Address								
	A - Column 1								

The column # in the upload file that will be assigned to this address element.

First Name

B - Column 2

Last Name

C - Column 3



Verify Address Book Information



- Review contents
- Add / remove attributes
- Reorder attributes





Campaigns > Domain Authorization

	<input type="text" value="cudau.org"/>	<input type="checkbox"/>	BPL=1796965
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- Remove personally identifiable data
- Users may no longer be associated with data
- Cannot be undone





- Specify time zone of a city

Record #

153

Address Book Time Zone

Madison

Actual Time Zone

America/Chicago UTC-5



Last Modified

2018-12-11 11:57



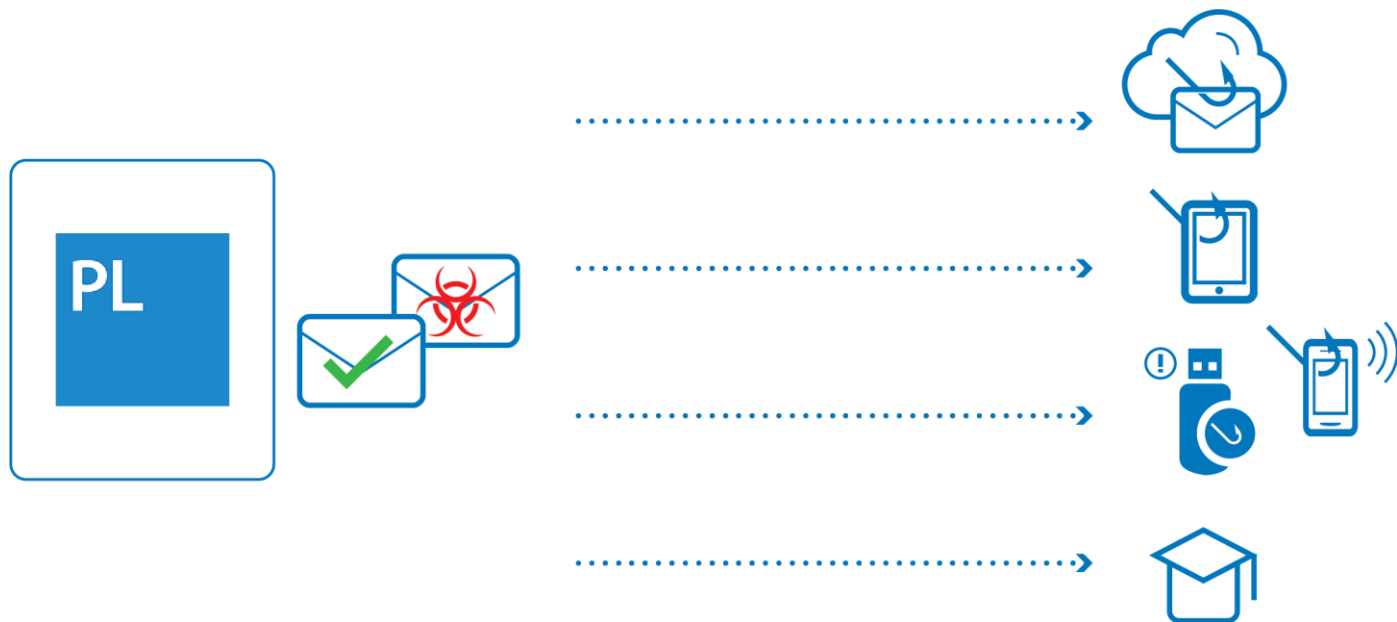


- Merge two Address Books
- Update columns
- Copy to new Address Book
- Deactivate email addresses



- Results are tied to Address Book
- Deleting Address Book = Deleting results

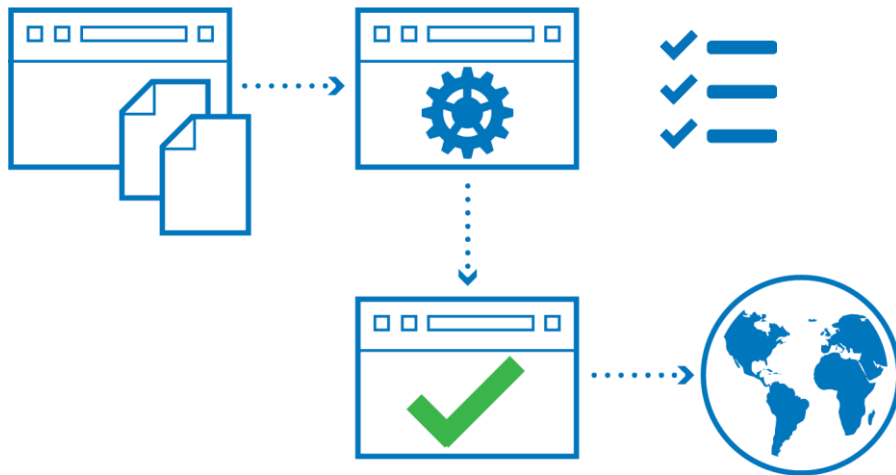


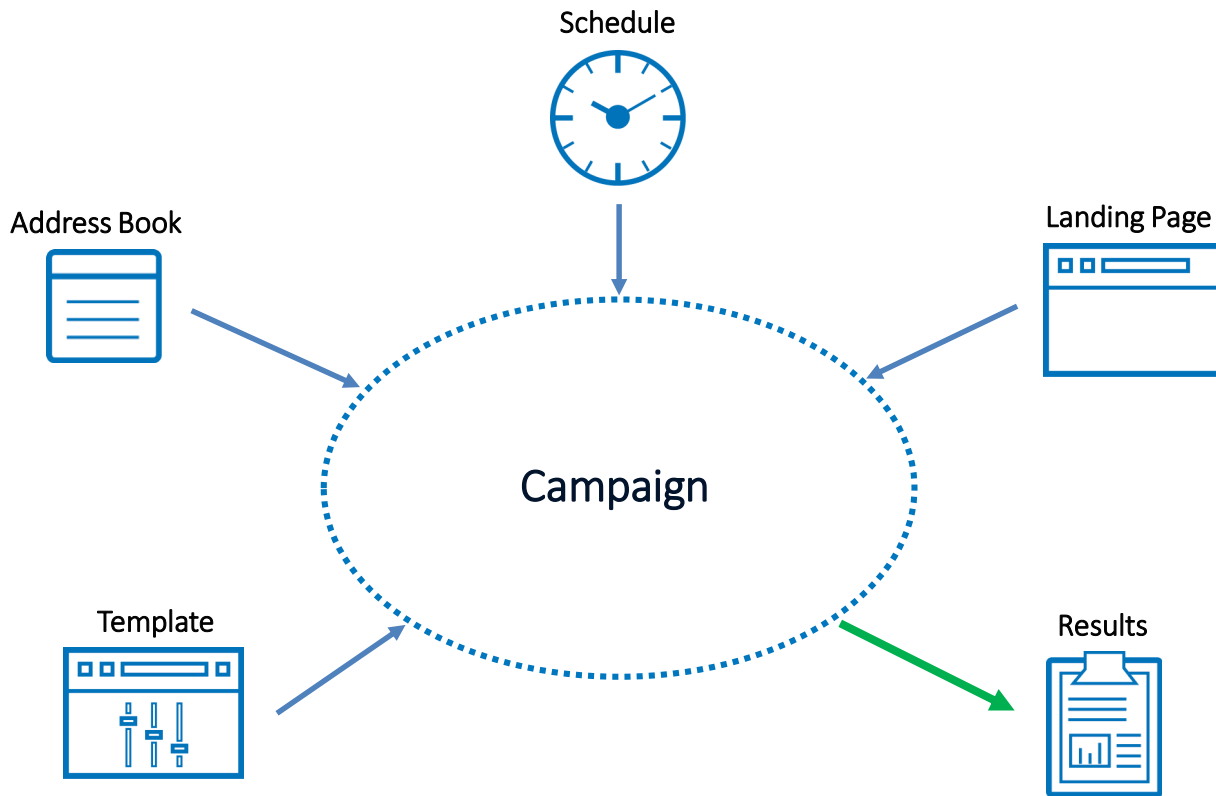


- Deliver content to users
- Gather data
- Risk analysis



- Design
- Generate
- Approve
- Go live!



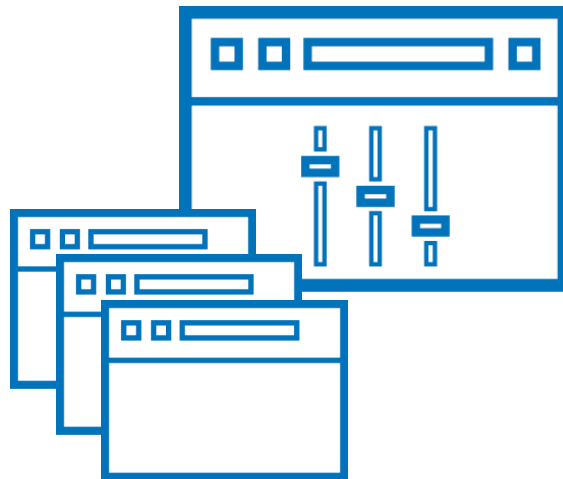


- Specify sending period
 - Start date / End date
 - Select days and hours to send
 - Cut-off date – How long to collect data





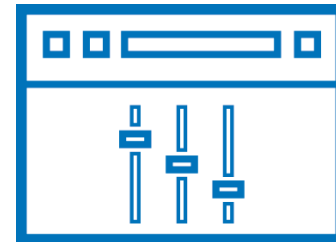
- Library for components
- Templates
- Powerful filters





- **Templates**

- Email
- Landing pages
- Training



- Customizable, or create your own templates
- Created before or during campaign creation





- Target for links in emails
- Continues simulation
- Or serve educational content
- Numerous features
 - IP detection
 - Logins
 - File upload
 - ...





- Email account
- Template



Email Account Name

Email Server Domain

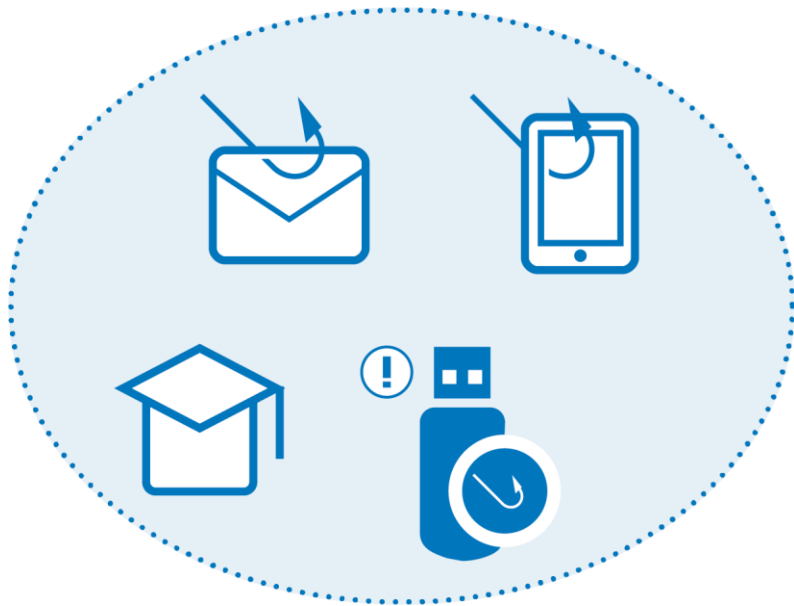
Webmaster@gorilla-spreadsheet.com





- Content
- URL
- Server





- Campaign status
- Viewings
- Clicks
- Forwards
- Log-ins
- ...



- Primary
- Secondary
- Special use
- Report generator
- API integration
- NOT updated in real time

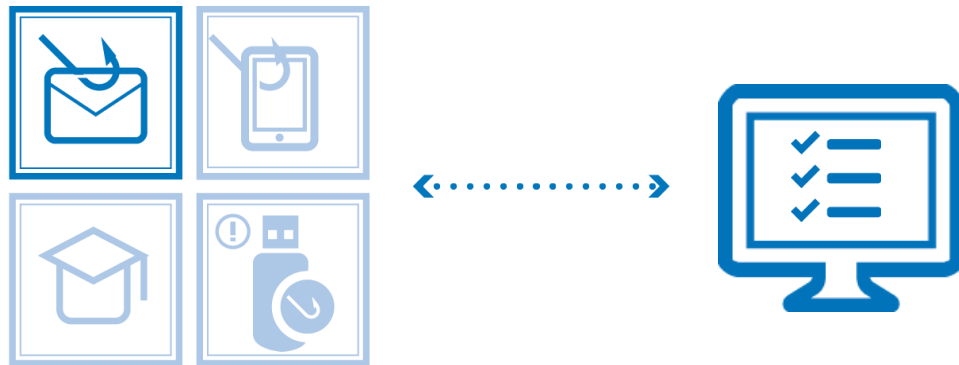


- Campaign overview
- Outbound analysis
- Web activity analysis
- Inbox analysis





- Summary of a campaign
- Outbound metrics
- User responses
 - Open
 - Click
 - Forward
 - Reply

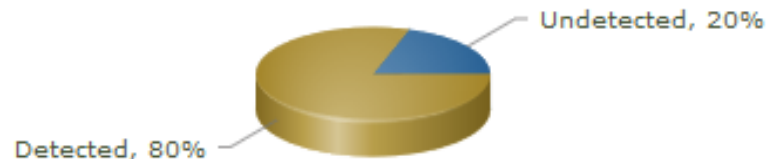




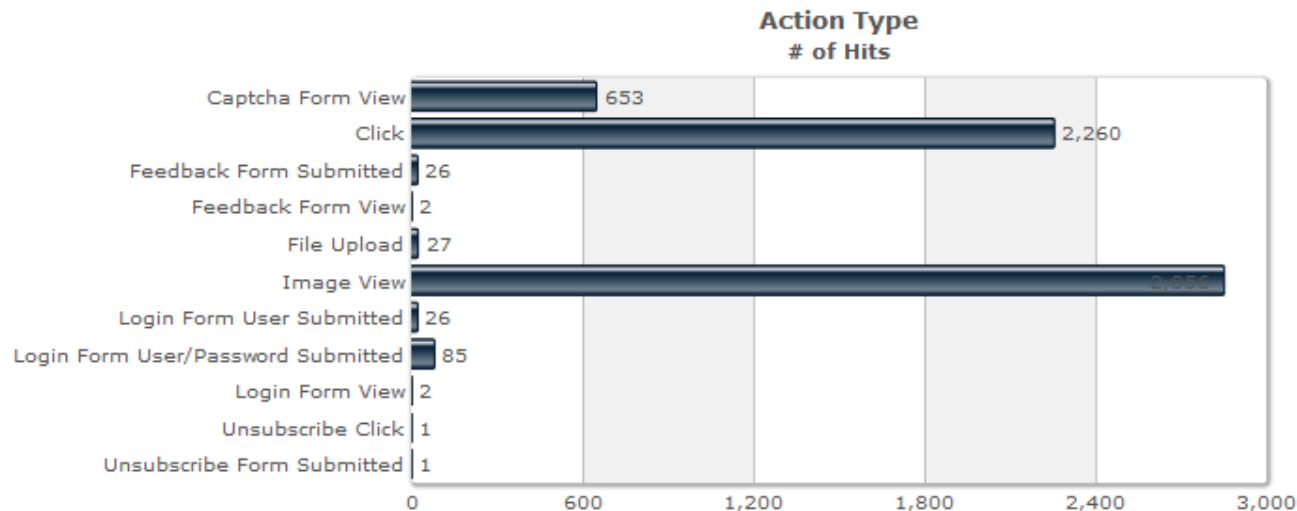
- Email schedules
- Troubleshooting – Undeliverable mails
- Inline analyzation
- Detail tab

Action Detected: Page View

Indicates the ratio of users who clicked on a link to the landing page in the email template.

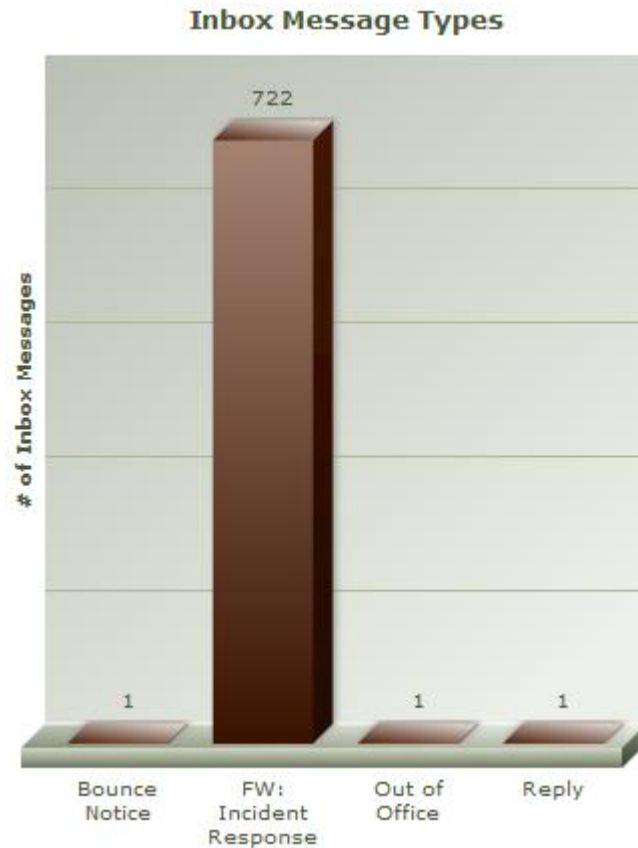


- Hits
 - Clicks
 - Image view
 - Logins
 - ...
- IP address
- Browsers





- Reply messages
- Out-of-office notice
- Bounce



- Software analysis – Endpoint information
- Benchmark analysis





- Incident response - PhishLine reporting button
- Reputation - Training activities
- Voice application analysis
- Event point analysis
- Advanced

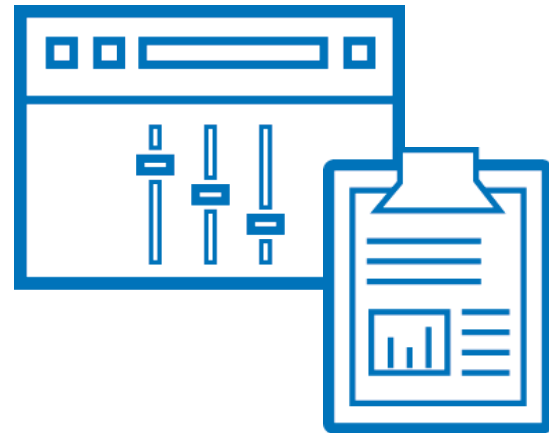


- Who completed trainings
- Question count
- Correct answers



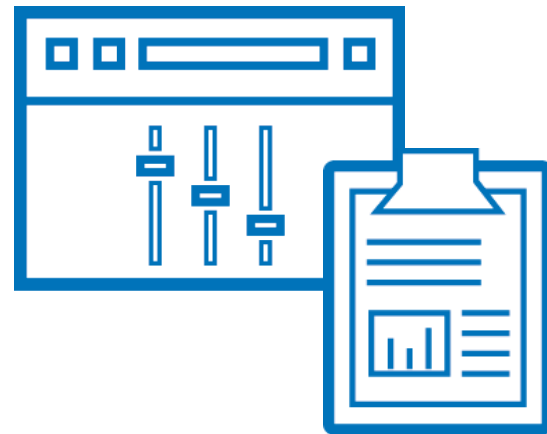


- Sample campaign report
 - Recommended report
 - Good for executive summary and variety of audiences
 - Easy – Just a few mouse clicks to produce
- Output as HTM, PDF, DOCX





- Preconfigured templates
 - Campaign vs. Campaign
 - Multi-Campaign Repeat Offender Report
 - Multi-Plan Repeat Offender
 - Plan vs. Plan
- Output as HTML, PDF, DOCX

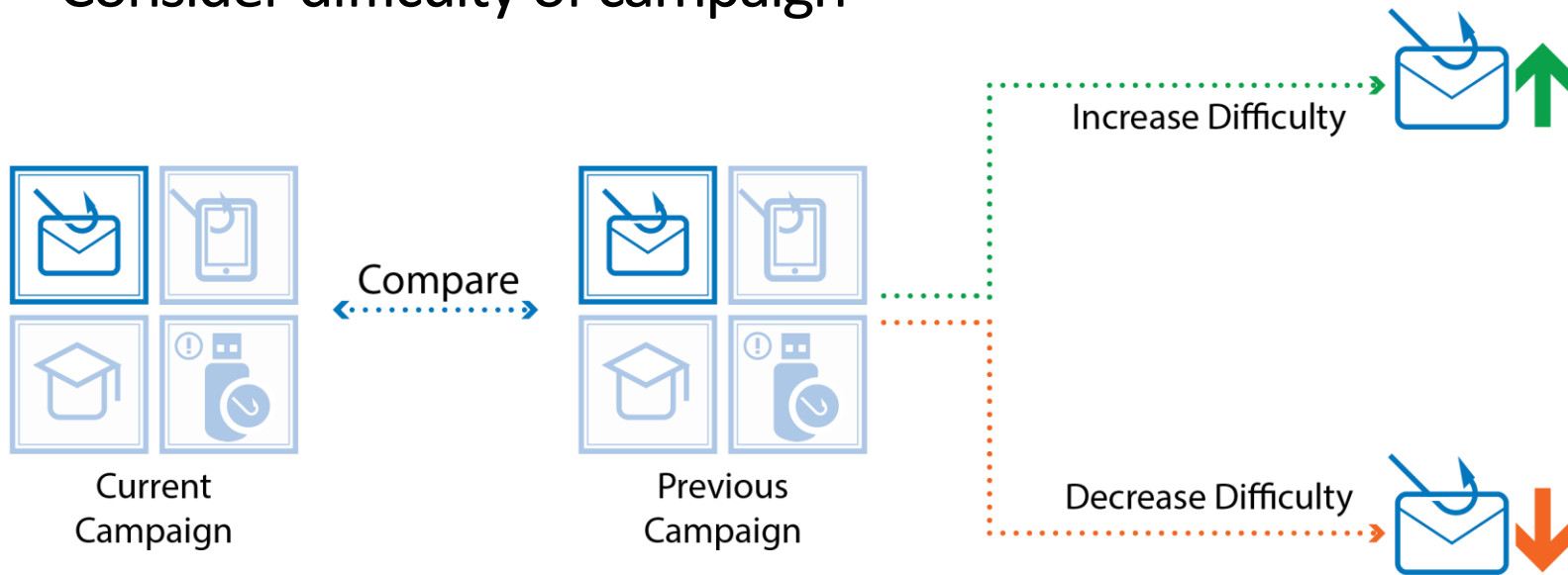




- **Context of a "dashboard"**
 - Click count by campaign, report trends
 - Summary levels
 - Adjust visualization
- **API integration**
 - Outbound Analysis dashboard

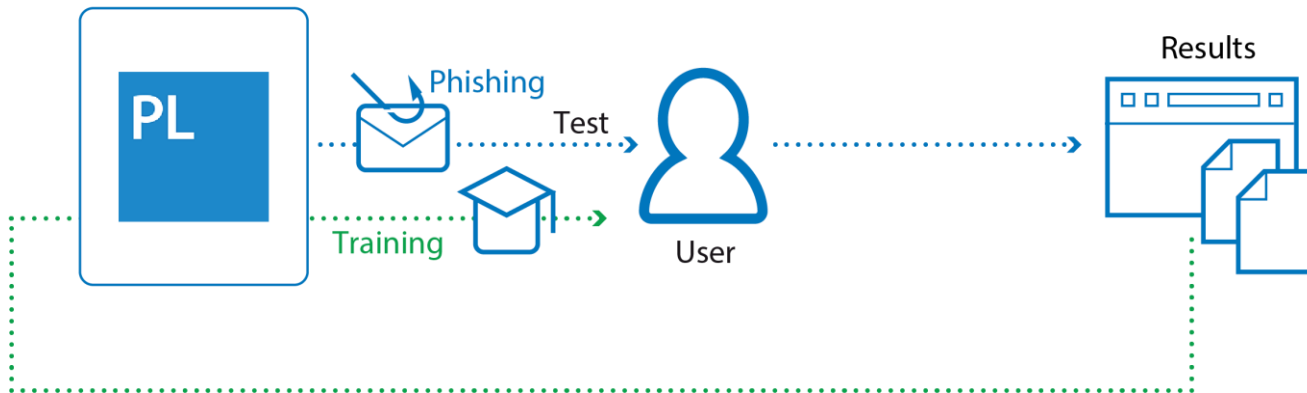


- Click rate
- Consider difficulty of campaign



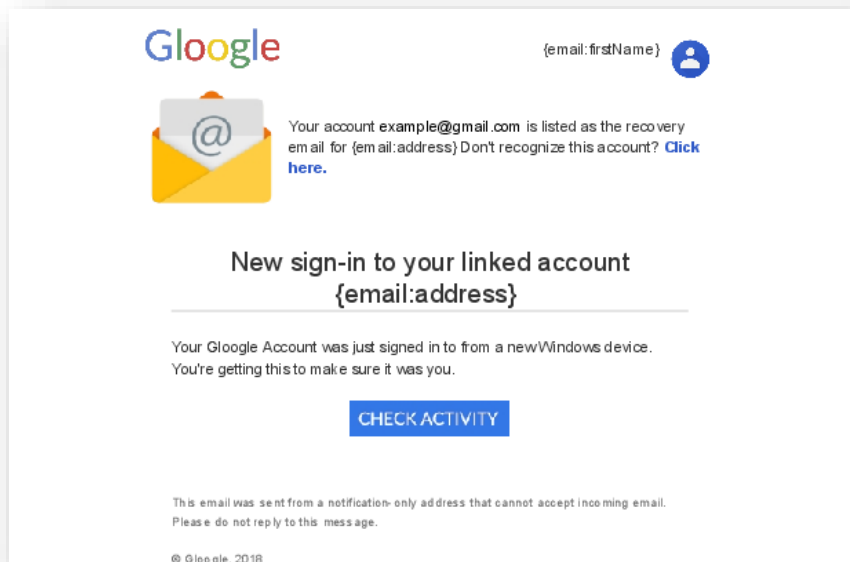


- Testing and training multiple times a year
 - Testing campaign
 - Training campaign
- New hires





- Via campaign
- Personalized mail of testing campaign
 - Attach picture of testing mail





- Hundreds of templates
- Updated monthly
- 20+ languages and growing
- Short (approx. 3 min.)





- Develop an understanding of your organization's risk posture
- Series of questions
- Launch training campaigns

Do you copy files or data from the office to your home computer?

- Yes
- No



- Monthly updated content
- Covers a wide range of information security topics
 - Web browsing and work
 - Public Wi-Fi
 - ...



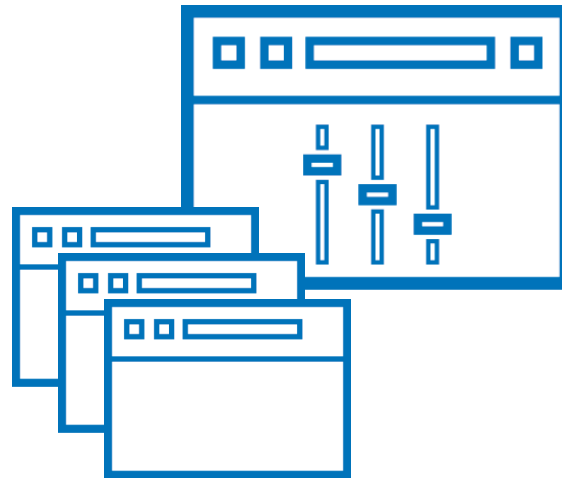


- Employee training attempts
- Completion
- Detailed report





- SCORM packages
- Integrate with your LMS solution



Thank you

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