



KnowBe4's SecurityCoach integration with [Zscaler](#) allows you to leverage email safety and data security monitoring to send real-time SecurityTips to end users that put themselves at risk.

## The Problem

- Social engineering techniques like phishing, spear phishing, and impersonation are increasingly being used by cybercriminals to manipulate your employees, causing downtime and security breaches
- The human factor is involved in 82% of data breaches, according to the 2022 Verizon Data Breach Investigations Report
- The average SOC team receives an average of 11,000 alerts per day, resulting in alert fatigue and analyst burnout
- Users forget 50% of information they learn within one day and 90% within one week without engaging and frequent reinforcement of their training

## Managing the Problem

- SecurityCoach uses Zscaler APIs to analyze alerts and identify end user risky security behavior
- You easily configure real-time coaching campaigns using your own security policies and the different categories of risky behavior
- SecurityCoach delivers the contextual, real-time SecurityTips you choose, using the ready-made graphic template library and optional custom notifications

## Use Case Examples

- Adware Avoidance - When Zscaler detects that a user clicked on adware, SecurityCoach can coach users on avoiding adware
- Cryptomining Avoidance - When Zscaler detects cryptomining, SecurityCoach can coach users on the dangers of cryptomining and how to avoid such scams

## Benefits and Outcomes

- Measurable reduction in risk and a stronger overall security culture
- Improved comprehension and retention of your security awareness training, best practices, and established security policies
- Significant additional value from your existing investments in KnowBe4 and Zscaler
- Time saved for SOC analysts and improved efficacy through automation and reducing alert noise caused by users repeating risky security behaviors

## About KnowBe4 SecurityCoach

SecurityCoach enables real-time security coaching of your users in response to risky security behavior. Based on rules in your existing security software stack, you can configure your real-time coaching campaign to determine the frequency and type of SecurityTip that is sent to users at the moment risky behavior is detected.

## About Zscaler

Zscaler (NASDAQ: ZS) accelerates digital transformation so customers can be more agile, efficient, resilient, and secure. The Zscaler Zero Trust Exchange protects thousands of customers from cyberattacks and data loss by securely connecting users, devices, and applications in any location. Distributed across more than 150 data centers globally, the SSE-based Zero Trust Exchange is the world's largest in-line cloud security platform.