

CASE STUDY



55+ FULL-TIME EMPLOYEES



657 CUSTOMERS



775k LICENSED USERS



148 COUNTRIES



The platform offers several

— KEY — FEATURES

- Actionable metrics, empowering decision-makers
- Fully automated, randomized phishing
- Customizable content aligned with corporate culture
- Unprecedented support response time
- Risk measurement system based on National Institute of Standards & Technology (NIST) and other standards allowing for quick and easy organizational benchmarking of cyber risk related to people, process, culture and technology

Beauceron beauceronsecurity.com

Beauceron Co-Founder, David Shipley, worked at the University of New Brunswick (UNB) developing cybersecurity incident response and staff training. With a 3,000+ workforce at UNB, cyber risk assessment and training deployment was a major challenge for the university. In 2015, David and his colleagues/co-founders built the Beauceron platform to address this need, and UNB became the first adopter in 2016 of what would become an international success story.

Following their initial round of investment, Beauceron opened their first office in Fredericton in **June**

2017, and have since expanded their presence, employing **55+ people full-time**. **Beauceron has been adopted by over 657 customers** (775,000+ licensed users) **among 148 countries**.

Beauceron is about changing behaviour through empowering people with the right information for informed decision-making. Beauceron is a fast, secure and easy to deploy software-as-a-service (SAAS) that delivers effective, efficient and engaging cybersecurity awareness training.



BEAUCERON
SECURITY

CITY OF FREDERICTON

fredericton.ca

The City of Fredericton prides itself on being a smart, innovative city offering a cost competitive business environment and balanced lifestyle with abundant recreational and cultural amenities. Internationally and nationally recognized for municipal and community efforts, the City's 700+ workforce delivers more than 60 programs and services to residents and visitors alike, in a planned and financially responsible manner.

The City of Fredericton has modernized government through its Digital Fredericton initiative – updating internal core systems, IT infrastructure and moving to new cloud hosted platforms. While the cloud environment enables numerous advantages, it also opens the City to cyber risks. That is why the City has invested heavily with a centralized Information Technology (IT) Division offering several major IT programs and projects to enable digital transformation and security. Public safety is the City's key priority, and protecting the privacy and data of its constituents, infrastructure and systems. Beuceron has played a key role, and the City of Fredericton is proud to be one of five of Beuceron's first beta customers as part of its **Boost Fredericton Civic Innovation Lab**. Validation is a critical aspect for companies to get started, and Fredericton's 'bias for yes' as an early adopter of new technologies and applications has significantly contributed to the city's recognition as 'Canada's Start Up Community of the Year' in 2016.

We looked to several companies to help with our corporate cyber awareness training, but there was nothing available like Beuceron's comprehensive program. The personalized risk score really caught everyone's attention by providing context. For IT managers, it helps us to zero in on the high-risk individuals and high-risk groups, and follow up with more focused interventions. It's relatively hands-free to manage and the implementation was lightweight. We probably spent more time putting up the catchy posters in the lunch room than we did configuring our systems to be ready.

ADAM BELL

**Chief Information Officer & Assistant Director of Corporate Services
City of Fredericton**

CITY OF FREDERICTON SECURITY CHALLENGES

The City of Fredericton identified three primary challenges with respect to its state of cyber security within the corporation:

- Lack of a City-wide security awareness program as part of its centralized IT suite of services
- Need to build a process for reporting suspected phishes
- Need to gather meaningful insights, and measures for a new multi-year security roadmap

In addressing these challenges, there were a number of key decision criteria factored into addressing the aforementioned challenges:

- Highly automated deployment and management

- Insightful analytics and key metrics to benchmark program effectiveness
- Detailed dashboards and automated reporting
- Simplified risk assessments
- Partnering with a Canadian company (with data hosted in Canada)
- Multiple authentication methods for departments including support for single sign on (SSO)
- Ability to create custom courses and deploy within platform

Fredericton

THE BEACERON SOLUTION

Protecting the Smart City

Cities, towns and villages across North America are embracing digital technology to improve service delivery to citizens, increase efficiency/work flow and reduce cost. At the same time, municipalities face a growing global threat from criminals who seek to steal data and extort officials, cause financial losses and reputational damage. A multitude of municipal entities from large cities to small towns have been the victims of international cybercrime in the past two years.

The global cost of cybercrime is an astronomical \$575 billion (CyberNB). Teams of sophisticated and dedicated criminals have launched a virtual crime wave that has locked access to financial payment systems for transit and utility services, crippled municipal emergency services, and stolen citizen information.

Municipalities Under Threat

Cyber criminals, hactivists and thrill seekers have been wreaking havoc for dozens of cities and towns in Canada and the United States. There has been a steady stream of headlines about cyber attacks like the week-long outage

at the City of Atlanta costing more than \$10 million in clean-up and months to fully recover; and attacks on small towns that wiped out citizen and tax information in Alberta, Canada.

Launching Fredericton's First City-wide Cyber Awareness Program

The City of Fredericton Civic Innovation & Technology team was acutely aware of the increasing number of cyber attacks on municipalities yet still needed a way to pursue an ambitious digital transformation agenda.

The first priority was to improve the City's ability to educate and engage all of its employees about cybersecurity. The team needed an easy-to-manage tool that would raise awareness and generate meaningful insights and metrics to help with on-going awareness management. With Beauceron's unique personal cyber risk score, employees have been able to see the connection between their good security behaviours and keeping the organization safe.

Protecting Those Who Serve & Protect

Among the key objectives of the Fredericton's first campaign was to provide awareness and education to its 100+ member police force. Following a briefing from Beauceron on cyber risks and incidents involving police forces across North America, the police leadership team made the core awareness training program a mandatory requirement for its members.

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The most powerful force in creating a resilient cyber security culture in any organization is two words. Thank you. When you tell your employees thank you for doing the right thing, whether they report something suspicious before they fall victim or tell you after they've made a mistake, you take vantage of the world's most intelligent security – your people.

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DAVID SHIPLEY

Co-Founder of Beauceron Security



— KEY — FEATURES DEPLOYED

- Individualized dashboard for employees highlighting their personal risk score, surveys, online education courses/learning management system, and exposure report
- Custom course creation with third-party Shareable Content Object Reference Model (SCORM) 1.2 support
- Automated phishing campaigns with auto-assigned remedial education
- Phishing reporting feature with automated reward messages for catching simulated phishing
- Risk self assessments with NIST Maturity and Technology Gap Reports as well as Risk Advisor Dashboard
- Incident reporting tool

ECONOMIC IMPACT as an early adopter

ECONOMIC IMPACT:

55+ FTEs jobs
(2022)

MARKETS:

148 countries

775,000 licensed users

Leveraged early adoption to close a second round of \$1.5 million in October 24, 2018 led by New Brunswick Innovation Foundation and included Opportunities New Brunswick, Mariner Partners, Easy Valley Ventures, First Angel Network, Cylon, City of Fredericton, and others. Early adopters also enabled Beauceron to recruit several resell partners including Bulletproof Solutions, Canadian Internet Registration Authority, Mariner Security, Telus Security and more.

ABOUT BOOST FREDERICTON

fredericton.ca/BoostFredericton

The City of Fredericton is proud to be an early adopter of new technologies and edge applications. That is why we are giving entrepreneurs and post-secondary education students a BOOST by providing real municipal challenges to solve, and the opportunity to co-create, and test solutions in our living lab environment. We are also powering ideas through digital infrastructure like our LoRaWAN (IoT sensor network), open data portal and most recently Rogers 5G!

