

MURPHY

WORLD-CLASS INFRASTRUCTURE

 OutThink Customer Story

Minimizing Manual Effort and Maximizing Engagement

OutThink

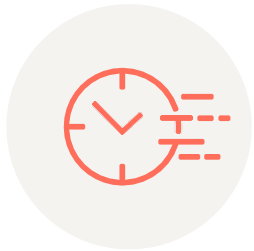




Murphy is an engineering and construction company specialising in large infrastructure projects in the UK, Ireland and North America.

Their projects encompass various sectors such as power, water, and transport, including rail, road and tunnelling projects. They play a significant role in supporting the green energy transition by constructing infrastructure to integrate new power sources into the grid. Notably, Murphy emphasises self-delivery, employing their own workforce rather than relying heavily on subcontractors, which sets them apart in the construction industry. This approach results in a diverse workforce with expertise in construction, engineering, and project management, where IT serves to facilitate their primary roles.

Challenges Before OutThink



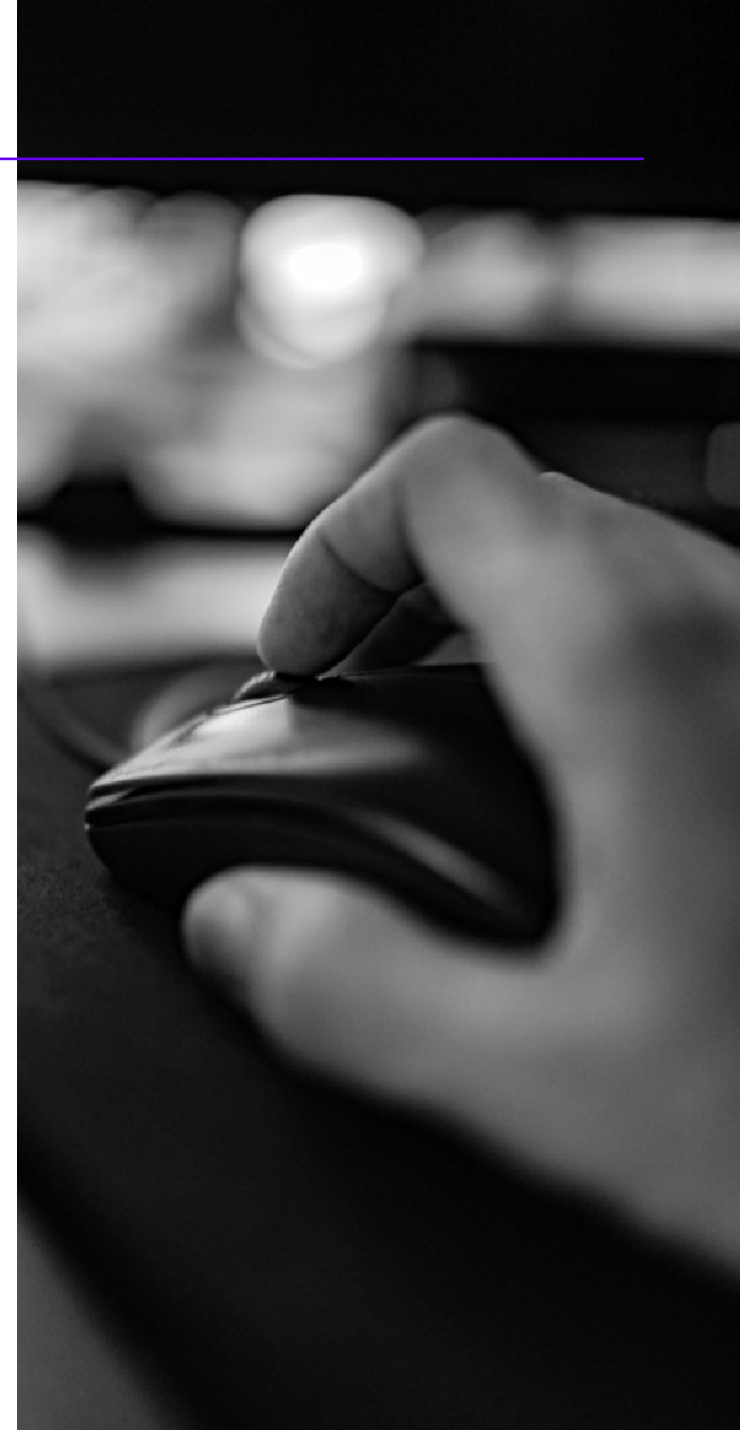
Time Consuming Manual Work:

Designing and delivering training materials required significant time and effort. Crafting content from scratch, ensuring relevance and effectiveness, and lacking dedicated resources made the task arduous. Manual content creation led to delays, diverting resources from pressing security initiatives. A more efficient solution was urgently needed.



Limited Interactive Tools:

The absence of interactive elements like videos, animations, and simulations limited engagement and effectiveness in traditional training methods, failing to resonate with modern learners. Lacking resources or expertise to incorporate these elements made capturing attention and achieving knowledge retention challenging. However, OutThink simplifies access to assigned training for staff with a single link, streamlining the process for effortless completion of tasks.



The OutThink Solution

Before implementing OutThink, the organization had limited access to phishing simulation tools, leading to doubts about their effectiveness. However, with OutThink's tailored approach and insights, notable improvements were observed. The platform offers easy deployment and customization, aligning with organizational needs.

Since adopting phishing simulations, the number of reported genuine phishing emails has increased fivefold, indicating better awareness and faster detection and removal of phishing emails. While the number of clicks remains a challenge, it reflects not only internal behavior but also the organization's attractiveness as a target.

The rise in reported phishing emails and successful simulations suggests increased awareness of cybersecurity threats among staff. While phishing remains a persistent threat, it's a crucial aspect of the broader cybersecurity strategy. OutThink's unique ability to identify psychological triggers behind clicking on phishing emails contributes to this effort.

OutThink's interactive landing pages provide a more engaging alternative to generic splash pages, offering specific insights tailored to each campaign.

Coupled with AI-driven analysis of user comments, this feature offers invaluable insights into security culture and drives targeted awareness campaigns. Furthermore, OutThink's mobile compatibility is a game-changer, catering to a diverse user base and enhancing accessibility and adoption rates. This flexibility reduces the need for extensive time investments from the company.

In summary, OutThink's innovative features, from real-time training to AI-driven insights, have transformed cybersecurity training, fostering a culture of vigilance and empowerment among staff.

- ✓ Easy deployment and customization
- ✓ Fivefold increase in genuine phishing emails
- ✓ Improved cybersecurity threat awareness among staff
- ✓ Provides valuable insights into security culture and drives targeted campaigns
- ✓ Mobile compatibility enhances accessibility and adoption

Do you feel like OutThink has successfully tackled the challenges?



"I consider it a success, although the ultimate measure is whether we've completely eradicated the phishing problem. Frankly, I don't believe any platform, including OutThink, can entirely solve such a complex issue. However, it has undeniably made a difference.

OutThink provides valuable metrics that allow me to take proactive measures rather than simply acknowledging the problem's existence. It's an ongoing process of communication and awareness, especially with new employees. While we've seen positive outcomes initially, maintaining consistency is crucial. We aim not to overwhelm or single out individuals but rather to instill a collective awareness of cybersecurity challenges.

Regarding recent scepticism around phishing simulations, I disagree with the notion that it's about catching out staff. Instead, it's about fostering awareness, without imposing undue burdens. Reporting suspicious emails is encouraged, and those who click on phishing simulations receive brief, targeted reinforcement training. It's akin to safety warnings at project sites—it's not about punishment but about promoting safer behavior.

Overall, OutThink has provided a balanced approach, offering customisation without overwhelming users. Out of 10 platforms, OutThink was the best all-round platform for us."

Chris Giddings

Chief Information Security Officer at Murphy

**OutThink is a
revolutionary
Human Risk
Management
Platform
empowering CISOs
by targeting the
source of 90% of
all data breaches:
human behavior.**

OutThink

“Out of 10 platforms considered, OutThink was the best all-round platform for us.”

Get Started

Go beyond traditional security awareness training. If you believe in building sustainable security, it's time to OutThink.

[Request a demo](#)