

aws marketplace

KnowBe4

Reviews, tips, and advice from real users



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Product Recap



KnowBe4

KnowBe4 Recap

Old school Security Awareness Training is static. It's a one-time event without follow-up. KnowBe4's Kevin Mitnick Security Awareness Training starts with a baseline test to show the actual Phish-prone percentage of your users. Then it steps users through effective, interactive, on-demand browser-based training. As step three, you send frequent simulated phishing attacks to your employees to reinforce the training. This last feature, frequent simulated phishing attacks (we recommend at the very least once a month) really creates a change in behavior.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “KnowBe4 has a training program that lasts approximately 15 or 30 minutes, and we provide this security training for our employees so they learn which emails they should open, which links they should click, which links they should not click, and which software they should install.”



Amran Hossain

Senior Software Engineering Manager at Field Nation

- ✓ “The impact of KnowBe4's automated training campaigns on the overall cybersecurity posture is quite comprehensive because it covers everything from the very basics of cybersecurity to evolving and emerging threats.”



Verified user

Manager, Strategic Risk Management at a financial services firm with 1,001-5,000 employees

- ✓ “KnowBe4's AI integration has enhanced email authenticity.”



Verified user

Cyber Security Engineer at a financial services firm with 10,001+ employees



“The benefits I have seen from using KnowBe4 include that many people are now cautious.”



Perfect Mlamuli Sithole

Information Technology Solution Specialist at Toyota South Africa



“KnowBe4 has been quite useful for us as a mid-size company, providing a lot of information.”



Koogelan Baby Subramaniam

Cyber Security Analyst at Ideagen



“I appreciate the training methodology. It is detailed with videos and real examples about handling phishing emails and dealing with social media links received through WhatsApp, email, or other platforms.”



Odai Tawalbeh

EPC Environmental Manager at Nesma & Partners



“Their support is very quick and informative, deserving a rating of 10.”



Denys Zalevskyi

Owner at Ekforce LLC

What users had to say about valuable features:

“The most valuable aspect of KnowBe4 was its metrics capabilities. The platform allowed us to see departmental statistics, including click rates and user responses.

“The real-time insights and analytics are very detailed, enabling accurate measurement of metrics and effectiveness of phishing simulations. The platform is user-friendly with an intuitive interface, making it an excellent overall solution..”

Jacqueline Segooa

Cybersecurity Governance Specialist at Suse

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“The training platform of KnowBe4 is engaging and interactive because it is user-friendly and easy to navigate, offering a variety of training formats. The short, engaging video clips make learning about cybersecurity and email compromise accessible and interesting for non-technical users at the organization level.

“This feature is particularly effective because it is user-friendly and the clips are concise, providing insightful knowledge about certain products and messages being conveyed..”

Ike Christian

Senior Executive Assistant at Zenith Bank

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“Most valuable for me are the interactiveness and format of KnowBe4. It has a realistic format; for example, when I'm taking the phishing simulations, the modules give me examples of the real phishing types that might be in my mailbox and how to deal with them. It's good for raising awareness of the threats, and I think it's easy to follow, even for non-technical staff. It is really effective for raising good habits regarding the threats.

“The simulated phishing attacks feature has examples of several phishing attacks through email. It gives me four or more examples for each, such as asking for our details or having links leading to unverified websites. When I get emails similar to those, I know how to take action on the emails in my mailbox..”

Hikmah Hikmah

Brand Protection Analyst at Ed Isaacson

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“KnowBe4 has a lot of high-quality content, and their interface is very user-friendly. The engaging simulation is good, and that is the major good part of KnowBe4. They have a good part in their progress tracking system, which I appreciate very much because when I start a course, after some time, I can see my progress, and I can take the next action or next step after seeing my progress.

“Their overall experience and my experience is good, and I already mentioned some specific topics, such as their interface, their content quality, and their tracking process. I used this application and appreciate their total solution, which is why I rated it seven..”

Md Roknuzzaman

Analyst at Sebpo

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“One of the most valuable features of KnowBe4 is its **simulated phishing email campaigns**. This feature effectively tests user behavior in real-world scenarios by sending realistic phishing emails to employees without prior notice. It helps identify how users respond to potential threats and highlights areas where further training may be needed.

These simulations not only measure the effectiveness of the initial training but also serve as continuous reinforcement, keeping employees alert and aware. Over time, this has greatly improved our team’s ability to recognize suspicious emails and act cautiously—whether by avoiding unsafe links or reporting potential phishing attempts to our IT team. This ongoing, practical testing method has been instrumental in building a strong security-conscious culture within our organization.”

Amran Hossain

Senior Software Engineering Manager at Field Nation

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“The impact of KnowBe4's automated training campaigns on the overall cybersecurity posture is quite comprehensive because it covers everything from the very basics of cybersecurity to evolving and emerging threats. I find it to be good and would recommend it for large corporates, but if you're a small company, it might be too large and too cumbersome to have something this exhaustive implemented in your system. It's quite good though, and I would recommend it if you're a large company of approximately 500, 600, or 700 people.

“I find KnowBe4 to be stable, as there haven't been any major hiccups.

“Overall, I find it easy to scale KnowBe4 up and down.

“Before KnowBe4, we had an internal solution for security awareness training. It wasn't a third-party solution but rather something that was developed by our internal teams. I think that KnowBe4 has been an upgrade because they constantly keep updating their training materials, saving us a lot of time that we would have spent constantly updating our materials if we were to do it by ourselves..”

Verified user

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Manager, Strategic Risk Management at a financial services firm with 1,001-5,000 employees

Other Solutions Considered

“We looked at Wombat (acquired by another vendor), PhishMe (acquired by another vendor), SANS (didn't resonate with all end users), and others I can no longer recall..”

Brad Mathis

Employee-Owner, Senior Consultant, Information Security at Keller Schroeder

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“We did not use a different solution for these use cases before KnowBe4.

I don't think there were other products my company considered before choosing KnowBe4. We did not explore any product except KnowBe4..”


Amran Hossain

Senior Software Engineering Manager at Field Nation

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“Before KnowBe4, we had an internal solution for security awareness training. It wasn't a third-party solution but rather something that was developed by our internal teams. I think that KnowBe4 has been an upgrade because they constantly keep updating their training materials, saving us a lot of time that we would have spent constantly updating our materials if we were to do it by ourselves..”

Verified user

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Manager, Strategic Risk Management at a financial services firm with 1,001-5,000 employees

“The decision to go with KnowBe4 was made by senior management after conducting a feasibility study on the types of platforms that would be viable for the organization. I wasn't part of that process of picking which platform to use to raise security awareness. In the past four years, we didn't have a tool to raise awareness, and considering the amount of cybersecurity attacks was far less compared to now, it was important to make people aware at that time..”

Perfect Mlamuli Sithole

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Information Technology Solution Specialist at Toyota South Africa

“Before using KnowBe4, we had an academy website from our company, but later they started sending us KnowBe4 modules. Previously, training was just in PDF or videos, and then it changed to KnowBe4.

“I started using KnowBe4 because the company assigned me to do it. I understand why the company switched from the previous technology to KnowBe4 because it forces us to really see, read, and understand the materials in the modules. The old system only provided materials in a read format, whereas KnowBe4 includes quizzes and an interactive way to understand the modules better..”

Hikmah Hikmah

Brand Protection Analyst at Ed Isaacson

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ROI

Real user quotes about their ROI:

“KnowBe4 was really helpful to develop my skills, and that's why I used this course. I believe my skill has become more fluent and smoother, more developed after attending this type of course..”

Md Roknuzzaman

Analyst at Sebpo

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“I have seen an ROI with KnowBe4, with a soft ROI being that many people within my organization are now aware. This soft ROI shows value within the company and how security and data are being protected..”

Perfect Mlamuli Sithole

Information Technology Solution Specialist at Toyota South Africa

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“It has helped us significantly in cybersecurity awareness. We learned extensively about cybersecurity with the training, and the automated trainings are very convenient and feasible for us..”

Muhammad-Talha

Senior Compliance Officer at a university with 1,001-5,000 employees

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“Our ROI from using KnowBe4 comes in the form of **reduced security incidents** and **increased employee awareness**. The platform has helped prevent potential breaches by training employees to identify and report threats, ultimately saving time, resources, and potential financial losses from phishing or other cyberattacks..”

Amran Hossain

Senior Software Engineering Manager at Field Nation

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“Based on the latest report, KnowBe4's ROI is positive, indicating that the investment in the platform yields benefits that outweigh the costs. Specifically, it helps save costs by providing specific security training for IT administrators, reducing the need for external training expenses. Additionally, the platform contributes to the overall improvement of the security culture within the organization, leading to enhanced detection capabilities and fewer phishing attempts..”

Victor Okorie

Senior Research Analyst - Security, Privacy, Risk & Compliance at Info-Tech Research Group

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Use Case

“I am not using KnowBe4 regularly. In February and March, I attended some online courses about cybersecurity and GDPR. It's the major part of cybersecurity-related topics, and my team and I attended the same course at a time..”

Md Roknuzzaman

Analyst at Sebpo

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“For about two years, I have been working with KnowBe4, as they have been providing a training service to the company I'm working for since August 2022.

“I can describe a few use cases for KnowBe4 because they provide training services to the company that I'm working for, and once every month, we have a training module on many technology-related things, from the risks of AI to cybersecurity, to technology best practices, things of that nature..”

Verified user

Manager, Strategic Risk Management at a financial services firm with 1,001-5,000 employees

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“I worked as an intern where KnowBe4 was used as a third-party vendor in the company.

“My responsibilities included assigning security awareness training to employees, running phishing simulation campaigns, monitoring user responses, and reporting on results.

“When I started, my main tasks with KnowBe4 were sending simulations and selecting which ones to use. I would also be involved with choosing the training videos and quizzes to send out to users..”

Jacqueline Segooa

Cybersecurity Governance Specialist at Suse

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“My team and I use KnowBe4 primarily for security awareness training. The company assigns new training modules every few months, covering several topics such as phishing emails, safe web browsing, and other general security awareness training. More recently, we've received new modules related to the safe usage of AI tools and guidelines for preventing unintentional data breaches when interacting with AI systems; that is how we are using KnowBe4 in our company.

“Besides security awareness, KnowBe4 gives me knowledge I didn't have before, such as the AI-related topics. Our work involves AI tools, and previously, my colleagues might have shared information that shouldn't be there in AI. With the training modules from KnowBe4, it raises our awareness about the information that could breach our company when using AI; I find that aspect positive about KnowBe4..”

Hikmah Hikmah

Brand Protection Analyst at Ed Isaacson

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“We use KnowBe4 for phishing attempts, and we try to educate our employees on how the phishing attacks will be simulated since KnowBe4 is quite good at simulating them, whereby you create a dummy email with multiple templates on how to enhance or target the users. The simulations are quite surreal, whereby users may confuse them, which makes them more aware of phishing attacks. We also use KnowBe4 to teach people how cybersecurity works and show them videos and materials.

The methodology that KnowBe4 employs allows us to have it architect an email, for instance, I could be your manager requesting your payslip or bank details, and although it would appear legitimate, the email address might differ. Users must take note of the email address, the crafting of the email, and the details requested. If they fail, they must resit the exam, which is one of the biggest features of KnowBe4 that helps tighten social networking within our company. It is a very good application for high-level companies.

We use KnowBe4's PhishER component..”

Koogelan Baby Subramaniam

Cyber Security Analyst at Ideagen

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“We use KnowBe4 primarily as a **security awareness training platform** to educate and protect our employees against common cybersecurity threats. While I am not directly working with KnowBe4, my company has been utilizing their training program for the past **seven years** as part of our broader security posture.

The KnowBe4 training is an integral part of our **onboarding process**. Every new hire is required to complete the training, which typically takes **15 to 30 minutes**. It covers essential topics such as: recognizing phishing emails, identifying suspicious links, and understanding what software is safe to install.

This training is not limited to new hires—we periodically reinforce it with existing employees as part of ongoing awareness efforts.

In addition to the training modules, KnowBe4 also sends **simulated phishing emails** to our employees as a way to test and reinforce their learning. These simulations are a key component of the program and help us measure the effectiveness of the training. When employees receive an email they are unsure about, they are encouraged to report it to our IT team for verification. This proactive approach has significantly improved our overall **security awareness and response behavior**.

At this time, our usage of KnowBe4 is focused exclusively on the training and phishing simulation features..”

Amran Hossain

Senior Software Engineering Manager at Field Nation

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup of KnowBe4 is adequate, and there's no need to step forward or backward. The process was very smooth, and I think in general, it's satisfactory..”

Md Roknuzzaman

Analyst at Sebpo

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“As long as you have knowledge or resources who can integrate with your mail solution, work with your firewalls and filters for whitelisting, etc., it is very straightforward!..”

Brad Mathis

Employee-Owner, Senior Consultant, Information Security at Keller Schroeder

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“The initial setup is straightforward. Depending on the expertise, one executive may be required to work on deployment. Additionally, it is a low-maintenance product. I rate the process a nine out of ten..”

Victor Okorie

[Read full review](#) 

Senior Research Analyst - Security, Privacy, Risk & Compliance at Info-Tech Research Group

“The initial setup is very straightforward. You only upload user emails, whitelist addresses, and there is this very quick integration with Microsoft products. Detailed instructions support everything. You can start using it in about one hour..”

Denys Zalevskyi

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Owner at Ekforce LLC

“The setup is rather easy because it is a cloud platform, and you just configure several things according to the knowledge base. Everything is described stage by stage with detailed descriptions available. The support works very efficiently, so you can set up rather quickly with minimal problems..”


Denys Zalevskyi

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Owner at Ekforce LLC

“The setup process is straightforward. When implementing at SARS, we had assistance from a vendor, possibly Dimension Data. The basic setup involves server creation and software installation following documentation. My current role includes upgrading versions, .NET, and patching the Microsoft server as it's treated as a member server within Active Directory..”

Verified user

[Read full review](#) 

Cyber Security Engineer at a financial services firm with 10,001+ employees

Customer Service and Support

“The customer support team at KnowBe4 is very effective. The content is regularly updated to reflect current threats, which demonstrates the strong performance of the customer support team..”

Ike Christian

Senior Executive Assistant at Zenith Bank

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“Initially, we contacted them so that we can get set up. We had to reconfigure for all the users, but besides that, we never really needed any technical support. On a scale of one to ten, I would give them a nine. It was straightforward. They got straight to work, and they got it done..”

Verified user

Network Security Administrator at a non-profit with 51-200 employees

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“I do not have specific knowledge about the tech support of KnowBe4, but I know that when I have raised issues, they have been dealt with in time. However, I couldn't compare that to what the industry standards are and what other offerings provide in comparison. When I have given feedback on the materials I have engaged with, I found that they were addressed quickly..”

Verified user

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Manager, Strategic Risk Management at a financial services firm with 1,001-5,000 employees

“We have escalated questions to KnowBe4's technical support, and it has been quite helpful in guiding us, especially when we request feature edits or face buggy issues. They tend to have response times close to 24 hours, if I am not mistaken.

They tend to explain issues very quickly, and their response is rapid. We do not experience extended waiting times, even though I work in a different region from the support team..”

Koogelan Baby Subramaniam

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Cyber Security Analyst at Ideagen

Other Advice

“From my experience, KnowBe4 was stable and proves to be a strong tool for organizations building a security awareness culture. It is simple to use and effective, even for companies starting out in phishing and training campaigns. I rate this solution an 8 out of 10..”

Jacqueline Segooa

Cybersecurity Governance Specialist at Suse

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“I highly recommend all organizations to use KnowBe4. In real time, I am aware that all large organizations are using KnowBe4. I strongly recommend anyone to use KnowBe4 because users can gain significant experience, and it is a perfect platform. I rate this solution 10 out of 10..”

Odai Tawalbeh

EPC Environmental Manager at Nesma & Partners

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“If you are considering KnowBe4, it may be a bit high on the pricing side, but it would be very helpful for large companies, as it offers many modules and robust reporting to understand daily threat levels for spam and social engineering. It is a very helpful application. They also produce a lot of relevant learning materials that keep users engaged and informed, which is essential.

We are currently working on Rapid7, but I can't disclose too many details.

On a scale of 1-10, I rate KnowBe4 a seven out of ten..”

Koogelan Baby Subramaniam

Cyber Security Analyst at Ideagen

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“I will recommend KnowBe4 because it helps in mitigating issues and provides educative lessons to staff in large organizations, teaching them about phishing scams, email compromise, and cybersecurity.

“I would speak about the product and explain that it meets current trends and addresses contemporary security challenges. The platform stays updated with current security issues that companies face.

“On a scale of 1-10, I rate KnowBe4 an 8 out of 10..”

Ike Christian

Senior Executive Assistant at Zenith Bank

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“I'm currently working with KnowBe4 [Security Awareness Training](#). I've been receiving the links through my email from my company. KnowBe4 is accessed

through the website.

“The automated assignments have a good impact for me, and possibly my colleagues feel the same because the modules assigned to us are mostly related to our work. I'm not sure if they are assigned based on departments or roles, but the modules we receive are closely related to our work.

“I don't have any information about the pricing and licensing of KnowBe4 as I'm just the end user. I haven't needed to use the documentation or manuals for KnowBe4 because I can operate the system efficiently without them.

“On a scale of 1–10, I rate KnowBe4 an 8..”

Hikmah Hikmah

Brand Protection Analyst at Ed Isaacson

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“I personally have not used the simulated phishing attacks feature of KnowBe4. I know that there are some people in the company who use that, but I haven't used that, so I would not be able to comment on that.

“While the company does use the PhishER component, I have not used it, so I would not be able to give you too much information on the phishing simulator. I've gone through trainings on the simulator, but I haven't used the simulator itself.

“I have mostly been a recipient of the training programs from KnowBe4, so even though the company is using the real-time insights and real-time analytics, I would not be able to comment on this.

“Given my experience with KnowBe4, the only advice I would share with users considering its implementation is to consider the scale because it would be a good solution if you're a reasonably large company. A company of 20 people or 100 people might not find it worthwhile, but for a larger company of 300, 400, or 500 people or above that, KnowBe4 would be suitable.

“Based on the parts that I've interacted with and given my limited visibility, I rate KnowBe4 an 8.5 or 9 out of 10..”

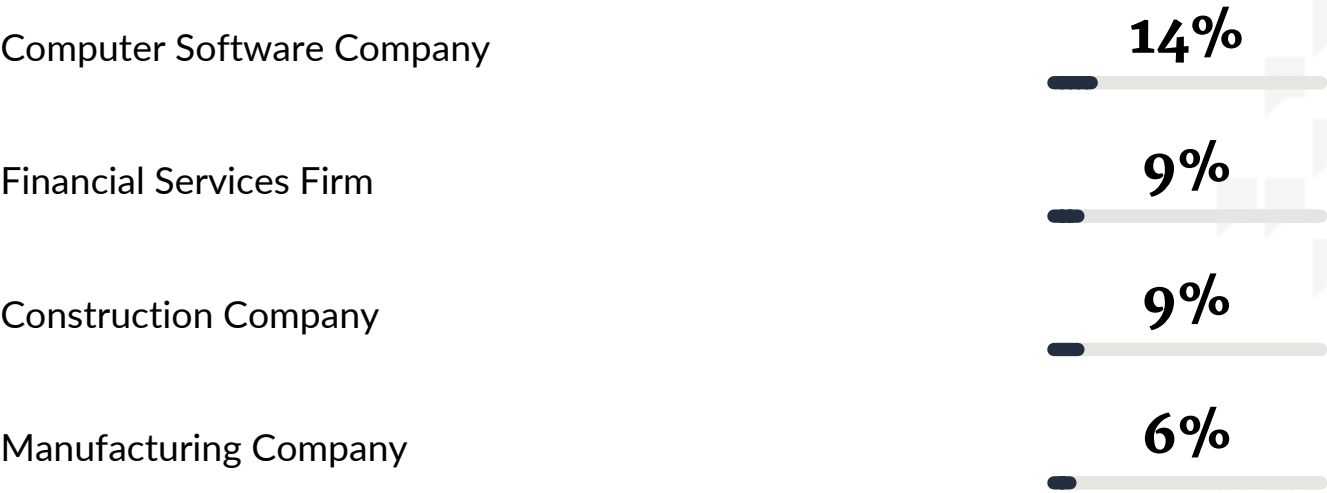
Verified user

Manager, Strategic Risk Management at a financial services firm with 1,001-5,000 employees

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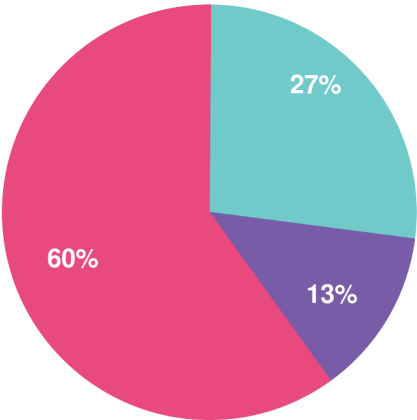
Top Industries

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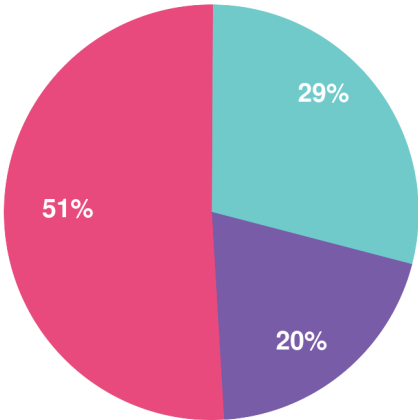


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944